

THE REPORTER OF

# Direct Mail

advertising



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## Regular & Outlook®

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\*T. M. Reg. Applied for by U. S. Envelope Co.

A-3

ACCEPT THIS  
typical monthly issue of the  
**CLIP BOOK  
OF LINE ART**  
as a Bonus Gift along with  
a Trial Subscription



THREE CLIP BOOKS—32 one-side 5x8" pages—20 ready-to-paste proofs of "Sales" situations—14 art proofs of "Crowds" walking, cheering, etc.—18 "Announcers," newsboys, town criers.

### EASY! CLIP & PASTE

these art proofs just like type proofs! Quality art improves low-budget paste-ups. Saves time and money in the bargain! Three brand new "Clip Books"—32 "Kromekote" pages with dozens of line drawings—released every month. Realistic, light humor, stylized, decorative art for offset, letterpress, silk screen printing. Also three 5x8 card indexes and 16-page "how-to" booklet each month. Only pennies a day—no extra reproduction fees. Typical issue, above, yours as a gift when you subscribe. Cancel anytime. Or return everything after 10-day examination without cost.

### 10 DAY FREE TRIAL!

HARRY VOLK JR. ART STUDIO  
PLEASANTVILLE 3, NEW JERSEY

Enter our subscription to the "Clip Book of Line Art" starting with the current monthly issue—and send us Sales, Crowds and Announcing as our bonus gift. I understand that we may stop service at any time, just by notifying you. Or that we may return everything within 10 days without cost or obligation.

- ☐ BILL QUARTERLY @ \$23.85  
☐ ANNUALLY @ \$71.40

SIGN .....

Please sign your name above, clip and attach to purchase order, letterhead or business card.

THE REPORTER OF

# Direct Mail

advertising

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Number One  
May, 1961

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The Reporter of Direct Mail Advertising is published monthly at 224 Seventh Street, Garden City, L. I., New York. Subscription price is \$6.00 a year. Second class postage paid at Garden City, L. I., N. Y. and New York, N. Y. Copyright 1961 by The Reporter of Direct Mail Advertising, Inc. The Reporter is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association, 230 Park Ave., New York 17, N. Y., receive The Reporter as an Association service. Part of their annual dues pays for a subscription.

THE REPORTER OF DIRECT MAIL ADVERTISING

# DM

*the magazine of  
business promotion*

## **PUBLISHING OFFICES:**

224 Seventh Street  
Garden City, L. I., N. Y.  
Pioneer 6-1837

Henry Hoke, Jr.  
Publisher

Peter S. Fischer  
Managing Editor

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Business and Reader's Service

A. L. LaMendola  
Circulation

M. K. Coleman  
Advertising and  
Merchandising Production

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1450 Lorain Road  
San Marino, California  
CUMberland 3-4394

# NAME

# DROPPER?

**WE ADMIT IT... BECAUSE IT'S TRUE! BUT WHO  
CAN BLAME US WHEN OUR R-L MAILING LIST  
GUARANTEES THE NAMES OF 2½ MILLION  
PROSPECTS WITH ABOVE-AVERAGE INCOMES**

Dropping the right name can increase your social prestige  
... but picking up an R-L Mailing List containing the  
names of 2½ million stock market investors can mean  
money in your pocket!

Available to help you sell *more* prospects *more* profitably  
is an accurate, up-to-the-minute R-L Mailing List offer-  
ing the names of 2½ million shareowners with average  
incomes of \$7,000.

Reach the prospects with the ability, as well as the desire,  
to buy. Write or telephone for further information *today!*

**DIRECTED MAILING LISTS**

**FOR**



**DIRECT MAIL  
ADVERTISERS**

**RAYMOND-LOEW ASSOCIATES, Inc.**

52 Broadway, New York 4, New York, WH 4-4487

## INSIDE OCCUPANT MAIL

OCCUPANT  
239 N. 4th St.  
Columbus 15, Ohio

### QUESTION: DO YOU HAVE A CHECK LIST ON HOW TO MAKE SUCCESSFUL OCCUPANT MAILINGS?

**ANSWER:** Being a "Reporter" reader, I was very interested in Orville Reed's column on the "10 Commandments of Direct Mail" in the March issue. My associates and I, thought it a good idea to create a similar list to help Occupant Mailers; not to help them with copy, but to help them in planning Occupant Mailings. I have never seen such a list, but, since you also ask for it, I will try to make one for you.

### Here are my 10 COMMANDMENTS FOR PLANNING OCCUPANT MAIL ADVERTISING:

- 1) Mail to families in your trading area. The proportion of potential customers decreases as you get farther from your store. Returns will be proportionate to the number of potential customers you reach, so it is not logical to include in your mailing a group of addresses which will yield unsatisfactory returns.
- 2) Advertise products or services with general appeal. Appeal to at least one member of every family.
- 3) Think of your customer as a housewife, or as a whole family.
- 4) Make your mailer attractive.
- 5) Make your mailer easy to read.
- 6) Be consistent. Consistent mailings get better response than sporadic mailings. The housewife comes to depend on news of your sales.
- 7) Have a reason for making your mailings. Sales, Special Offers, New Services, Coupons, are all good reasons for making a mailing.
- 8) Mail it in sections, over a period of time, if your mailing is large enough. It irritates your customers when you do not have enough stock on hand; it would be better to assume you might get more returns than you are prepared for; so, split the mailing to give yourself an opportunity to spot trends and re-order stock when indicated by the demand.
- 9) Plan ahead. Tight deadlines only accomplish a poorer quality of production.
- 10) See your Occupant Mailer. Tricky folds, bulkiness, or other factors often make it difficult, and more expensive, to process mailers.

I am sure, that in a few months I will want to refine this list. Especially when I have reviewed the discussions and comments I hope it evokes.

Don't forget to ask for your FREE COPY of Will Storing's book "How To Think About Occupant Mail Advertising."

Sincerely yours,  
Les Cullman, President

**OMLA**  
OCCUPANT MAILING LISTS OF AMERICA INC.  
239 N. Fourth St., Columbus 15, Ohio

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes, Reporter of Direct Mail, 224 Seventh Street, Garden City, L.I., N. Y.

## Short Notes

Read this section with pencil in hand. Check the circles next to Notes which particularly interest you, or mention an item you want to send for. Readers who use this section this way say it justifies their investment in the magazine many times over.

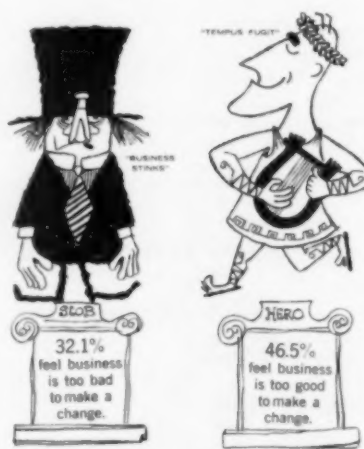
○ **"THERE NO BIZ LIKE SHOE BIZ"** titled a recent promotion by Equitable Paper Bag Co., 45-50 Van Dam Street, Long Island City 1, N. Y. Legend was printed in purple on an 18" paper bag (specially made to hold shoe boxes) Inside the bag was a 20" x 7" blue "ticket" (designed like a theater ticket) for all star sales in 1961. The special bag neatly accommodates shoe boxes and has an easy-carry handle at the mouth. Melvin B. Klein, advertising and sales promotion manager of Equitable, mailed the ticket-in-the-bag to 5000 shoe chains throughout the country. Mailing envelope was a clear polyethylene bag with label. A reply card was included for making an appointment with an Equitable salesman. No results available yet on this very eye-catching promotion.

○ **GIMMICK, OR GADGET**, mailings are used extensively by Southern Sash Sales & Supply Co., 818 20th Street, Sheffield, Alabama. J. F. Crossno sent us a couple of dozen of their most recent mailers—all gadgety—all mailed to customers and prospects in cardboard boxes. Each gadget is accompanied by a small (usually 3 x 6 or 5 x 7) printed letter. Some of the gadgets used which were most eye-catching: a bus transfer, a miniature bar of soap, a door hinge painted with Day-Glo orange, a piece of blarney stone, and an old fashioned door handle. Each mailer is one in a continuing series of constant promotion.

○ **ATTENTION-GETTING PRESS RELEASES** were sent out by two firms recently, both worth noting here. B. T. Babbitt, Inc., sent a release on skunks to 700 outdoor and pet editors. Release was packaged in an unlabeled Babo can along with an anti-skunk gun in the form of an aerosol spray can of Babbitt's room deodorant, Air-Gene. A release from Polychrome Corporation, 2 Ashburton Avenue, Yonkers 2, N. Y., sampled the Polychrome Mechanical nega-

tive. Release was typed on their stencil, clearly legible on the backup sheet beneath. Gave the recipient not only details on the stencil, but also the actual product to examine for himself.

○ **"78% OF THE HEARING AID** dealers who don't handle Telex fall into one of two categories" is the caption on the front of a small four page circular being distributed by Telex, 1633 Eustis Street, St. Paul, Minnesota. The caption is printed in reverse on black and blue stripes which run vertically on the 3½" x 8½" size. Inside, two humorous cartoons which illustrate the



varying points of view of non-Telex hearing aid dealers. Below the cartoons the very graphic illustration of a broken piece of statuary with the caption: "21% went out of business because they thought they fell into one of these categories last year."

○ **EYE-DEAS #15**, prepared by Linton Bros. Division of Crocker Burbank Papers is now available by writing to them at P.O. Box 601, Fitchburg, Massachusetts. The "Eye-Deas" portfolio includes eight different pieces, printed on

varying weights of paper, taken from commercial runs. Worth seeing for your idea file.

**○ DIRECT MAIL WE CAN DO WITHOUT:** A book publisher sends a sheet headed, "A Request for your Editorial Opinion." Recipients are told they are approached "because of the key position you hold" . . . and are asked to check their reply below and return the page today. There is a phony-sounding story about getting exclusive publishing rights on a very important executive management book. The last paragraph asks that you give your opinion below. When you come to the squares for checking your opinion, you find you are actually ordering the book.

**○ CLEAN YOUR LISTS!** The Detroit *Times* suspended publication on November 7, 1960, and many months later is still being deluged with huge quantities of direct mail advertising and promotion, magazines, press releases, etc. Several attempts have been made to stop the flow, but it still keeps coming. Are you one of the mailers who has been sending mail to a dead address for the past 3 months?

**○ WHY . . .** do some publishers go overboard with high-pressure copy to sell an otherwise good book? Have any of you seen the ridiculous four-page circular used by the present publisher to sell "Ten Commandments for Writing Letters That Get Results," written by John P. Riebel and Donald R. Roberts? We have been in touch with our friend, John Riebel . . . and he is disgusted with the promotion too. The over-exuberant copywriter in this circular claims that anyone, yes anyone, can become a gifted letter-writer simply by reading this theory-shattering book. You just can't help producing masterpieces . . . immediately after absorbing these ten commandments! It's a darn shame to have such tripe in the mail . . . when the real truth is that it is really a fine, serious textbook on letterwriting. John and his co-author are honest, down-to-earth teachers of business writing. The guy who writes the sales letters for the book ought to read the book.

**○ THE ANNUAL REPORT** of Sun Chemical Corporation, 750 Third Avenue, New York 17, N. Y., will include actual samples of several Sun products. According to president Norman Alexander, shareholders will not only be able to read about Sun products, but will be able to see, feel and use several of them. Through the use of a special insert, a sample of Sun's new Xan-Foam will be included which shareholders can wrap around a hot or cold cup or glass to see

## HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than making money.

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know **before** you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

**And you needn't suspect our motives in making this free offer.** True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

### The Creative Division OF JAMES GRAY, INC.

216 East 45th Street, New York 17, N. Y.  
Murray Hill 2-9000



We are constantly amazed at the "taken-for-granted" attitude toward envelope waste by most office people. They seem to think that stuck flaps and windows...insertion snags and jam-ups...and postage meter foul-ups are a matter of course.

They're not! Practically all of these wastes and costly delays can be eliminated.

Tension Envelopes are designed and constructed for efficient, trouble-free performance of their job. Why not test Tension and prove it? Just send the coupon below for envelope samples. Use them and see why there's no need to pay for envelope waste!

#### TENSION ENVELOPE CORP.

Campbell at 19th Street  
Kansas City 8, Missouri

Memphis • Kansas City • Ft. Worth • Des Moines  
Minneapolis • St. Louis • So. Hackensack

Tension Envelope Corp.  
Campbell at 19th St.  
Kansas City 8, Mo.



Please send me Envelope Idea Kit #2.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

361

the insulating qualities of this extruded foamed polystyrene film. The cover will be produced in Facil-Fab, a Sun product, which is made by laminating 132 yards of rayon yarn per inch to 16 point white opaline board to make a fabric like material.

○ **THE MEMENTO RACKET** is still flourishing. Whoever started it should be shot. It was originally one of the mail order franchise deals to sell to home-workers, with equipment for encasing newspaper clippings in plastic. Heard of a macabre case recently. A friend of ours had his wife's mother living with them for the past six or so years, but she had lived previously for long periods in two other states. She passed away a short time ago. Her obituary was printed in all three states. In no time at all, the memento racketeers were flooding the family with plastic-covered clippings, some with illuminated borders and poems about death. The recipients were asked to forward \$1 or return the memento so the plastic could be reused. If they don't pay, they get followup dunning notices. It's a disgusting and ill-mannered way of making a fast buck. It's sad enough to have a death in the family... without having any reminders of it from people who want to profit from the occasion.

○ **FINALLY HAVE THE INSIDE STORY** on the "Junk Mail of the Month" club reported in February Short Notes. John Wilcock, its originator (he writes for Greenwich Village's *Village Voice*) says the whole thing started as a gag through his weekly column in the paper. Brought in 350 customers. So far, members have received copies of two magazines, both obscure (*The Realist* and *Help*), a ticket on the Mexican National Lottery, a poster in Chinese, a fake book jacket and will soon receive seeds for midget vegetables. John says the idea has become so popular that ads are now running commercially under the name The Surprise Club by Hugh Paulk.

○ **EAGLE-A "THOUGHT STARTERS"** No. 2 is now being offered free by American Writing Paper, 10 Eagle-A Avenue, Holyoke, Massachusetts. The "Thought Starters" portfolio includes ten original design pieces, covering many print applications, and showing various treatments of feathery, deckle edges. Might be a good addition to your idea file.

○ **"DIRECT MAIL SHOWMANSHIP"** titles the new book by Dick Hodgson, published by American Marketing Services Inc., 610 Newbury Street, Boston 15, Massachusetts. The book, published in loose-leaf binder and comprising 136 pages, contains detailed chapters on the

applications of showmanship techniques and 101 case histories selected from Dick's personal file of over 100,000 examples of showmanship promotions. Price of the book: \$17.50.

○ **LIKED A COPY LEAD** on a recent printed promotion mailed by American Express Co., 30 Church Street, New York 7, N. Y. Quote: "The nature of the list on which we found your name leads us to believe that you already have an American Express Card. But on the chance that you do not, we here invite you to become a cardholder." An interesting approach. Not only does American Express glorify the recipient by hinting that he is on a "prestige" list thereby minimizing the impersonality of the printed piece, but it presents an excellent parry to the duplication factor in the event the recipient is already a cardholder. Very well done. Might be an idea for large mailers who have a problem with duplication.

○ **A CLIPBOARD-DESK** is now available from Evans Specialty Company, P.O. Box 8128, Richmond 23, Va. The new office aid is a plastic clipboard with a drawer. Made of durable plastic, the clip-drawer slides open to form a com-



pact yet roomy case for carrying invoices, notes and papers of all types, according to the manufacturer. The case, measuring 10" x 14", weighs 1½ lbs. Full information available by writing the manufacturer.

○ **GRAPHIC ARTS** self-promotion pieces are getting better and better after many years of pretty dull stuff. We believe that the Printing Industry of America annual contest, sponsored by the Miller Printing Machinery Co. of Pittsburgh, has been responsible for the upgrading. One of the most glamorous pieces we've seen lately comes to us from Dowdell-Merrill, Inc., 3146 Irving Blvd., Dallas 7, Texas. Piece is hard to explain. There is a thick, deckle edge cover, measuring 11" x 13". Stitched inside is another smaller cover, measuring 10" x 12¼", consisting of a very handsome french



**PICK A PAPER**  
**PICK A COLOR**  
**PICK A SIZE**



TAKE YOUR PICK from 21 versatile Mead "Ready-Cut" Papers . . . bond, mimeo, duplicator, ledger, bristol, index, coated and uncoated text and cover grades. Choose also from 24 pleasing colors, 7 practical sizes. Ask your local Mead Merchant for samples plus a copy of the "Selector Chart" that lists all of the items available to you in Mead "Ready-Cut" Papers.

MEAD PAPERS, INC.,  
 a subsidiary of The Mead  
 Corporation, Dayton 2, Ohio



**MEAD**  
*papers*

**Ready-**  
**Cut**

## A short quiz for Company Advertising & Sales Promotion Managers

Q.

Are you operating with an inadequate "inside" promotion art and design department?

Q.

Are you operating without an "inside" promotion art and design department and shopping all over town for your art and production?

Q.

Are you looking for a new source of creative promotion art and design consistent with your standards of quality, efficiency and cost?

A.

Then consider this:

Since 1946 The Cyrus Sklar Company has functioned as an "outside" Promotion Art and Design Department for manufacturing and service organizations. We have created and produced Direct Mail campaigns, booklets, promotion kits, catalogs and point-of-sale material.

Here, under one roof, is a smooth-working team of pros; art directors, designers, illustrators and production personnel with the background and experience to take your copy and print promotion problems, give them direction, visual impact and follow-through up to and including, if desired, printing and distribution.

We would like the opportunity to show examples and answer any questions you might have about us.

**The  
CYRUS SKLAR  
Company**

350 Fifth Ave. New York 1, N. Y.  
Lackawanna 4-4377

fold made from gold metallic paper. Tipped inside is a tricky folded broadside announcing that paperman Bob Olmstead has received the Dowdwell-Merrill, Inc. Pacesetter Award for his contribution in establishing The Graphic Arts Center in Dallas. There is a picture of the award winner, and inside section opening up to 17" x 22" shows pictures of the exhibit and meeting room facilities. Wonderful job.

### ○ ANOTHER SELF-PROMOTION

worth a pat on the back comes from Backman & Associates, Inc., 1014 E. Franklin, Minneapolis 4, Minn. Not as glamorous as the promotion mentioned above . . . but it is an excellently laid out, 18-page, plastic bound, 8½" x 11" illustrated description of the work of the mailing service company. In case you would like to see a copy, ask Eugene E. Bachman for the brochure titled "Century 21 . . . a new concept of complete service."

○ WE ALWAYS ENJOY reading the monthly newsletter from Europe written by John Dillon, president of Dillon Agnew Associates, Inc. American headquarters are at 654 Madison Ave., New York 21, N. Y. But John Dillon covers the European scene and reports on international direct mail advertising from various cities. Latest bulletin came from Haarlem, Holland. The bulletins are valuable not solely for direct mail information but for their observations on economics, modes of life and country relationships to international problems.

○ MOST BANKS ARE adopting magnetic ink coding system for use in the automation of their bookkeeping. Presents many problems for printers. There is now available a 48-page 8" x 3½" booklet from the A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill. Booklet answers the 142 most frequently asked questions about the magnetic ink character recognition and check encoding techniques. If you have anything to do with this development, better get a copy for your files.

○ EXCHANGE OF IDEAS between United States and Russia is becoming more popular. Russia has softened its censorship of American newspaper stories. The U.S.A. is allowing Soviet propaganda to come in without restrictions. Since the United States and the Soviet Union have become the two greatest powers in the world, we will have to try to understand each other. So some of you may be interested in a magazine called *The Soviet Review*, which is now being published monthly by the International Arts and Sciences Press, 156 Fifth Ave., New York 10, N. Y. Pub-

lisher is Myron E. Sharpe. If we understand the promotion correctly, *The Soviet Review* is not a Russian propaganda undertaking. Its purpose is to provide the American reader with a cross section of articles published in Soviet periodicals in the fields of literature and the arts, social analysis and criticism, science and technology. The editors insist that the publication of an article implies neither approval or disapproval of its content. You can get more details from the publisher. Price is \$6 per year.

### ○ A LOW COST COMPACT LETTER

OPENER is now available from Openette, P.O. Box 266, Jamaica 31, N. Y. This semi-automatic desk model opener cuts with razor-edge precision and will not damage contents of envelope, accord-



ing to the manufacturer. User simply inserts envelope in slot, presses the bar, and the envelope is neatly opened. Machine measures only 4" by 8" and weighs 3 lbs. Comes in four different metallic-wrinkle finishes. Price \$19.95 plus \$1.00 shipping charge. Information available from the manufacturer.

○ QUESTIONABLE TASTE: Shortly before Easter, we received a 5¼" x 7" folder from a home loan company. On the cover was an original design created by well-known American illustrator, Frank Walter, especially for this chain of finance companies. The drawing was titled "The Resurrection" and showed the form of Christ with title, "Behold! He is risen!" Inside, opposite title page, "Easter, time of eternal joy and hope," was an acceptable essay on the spirit of Eastertime. But inserted in the four-page folder was a Cash Credit Certificate and an appeal urging recipients to borrow their Easter-Spring money requirements. We are generously omitting the name of the finance company. But we consider the tie-up between Christ, religion and borrowing money . . . to be in strictly bad taste.

○ "THESE ARE OUR BEST" was the title of an 8½" x 11" booklet issued a year or so ago by the Association of Industrial Advertisers, 271 Madison Ave., New York 16, N. Y. It contained about forty advertisements selected by member of the association as their best

# HAMMERMILL PAPER COMPANY

ESTABLISHED 1898

ERIE 6, PENNSYLVANIA

HAROLD B. WILSON  
DIRECTOR  
ADVERTISING AND SALES PROMOTION

May 1961

## ARE YOU INTERESTED IN A WAY TO GET MORE LETTERHEAD JOBS?

If you could get more customers for new letterheads--with no cost and very little effort on your part--would you do it?

If your answer is "yes", then see your Hammermill Papers salesman now. He has a complete sales kit for you that you can use to get more letterhead and envelope jobs this year.

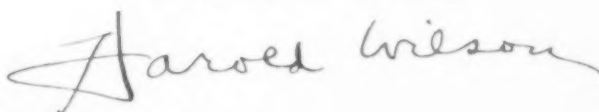
First, this kit will show you what Hammermill is doing with advertising in leading national magazines to get your customers to think of bringing their present letterhead designs up to date.

Second, this kit offers all the things you need to capitalize on this advertising--to make it bring dollars into your shop. There are free mailing circulars to tell customers how you can help them with their letterheads. There are newspaper ads to run in your local newspaper. There is a window and counter display card that will tell every passer-by of your letterhead printing service.

Third, there is a complete sales manual--an 8½ x 11 book on letterhead design--that will make you an expert on the subject. Here are the principles and sample layouts that will fit nearly every customer or situation. Here are ways to make any letterhead look more modern and to make it do a better job--and with type out of your own cases. The book also covers such things as the use of colored ink and paper, the envelope corner card, matched stationery, even the selection of paper.

Here is a sales plan that really works! It can be just as successful and profitable for you as it has for other printers. So...see your Hammermill Papers salesman on his next call for your free kit.

Yours for more orders,



P.S. Would you also like a folder showing how to make attractive letterhead ornaments out of the type, rule and ornaments in your cases? It's included in your kit--illustrated on the back of this insert--and it's free!

Note the clear, clean, bright whiteness of today's Hammermill Bond. This insert printed by offset on substance 20, Bond finish, the most popular paper item for business letterheads.

**Ask your Hammermill Papers Salesman for this Sales Kit today. Use the new book on letterhead design...ad mats...display card...mailers...suggested ornament ideas...to get new orders. All free. Help yourself to bigger letterhead job profits in 1961!**



effort (in the opinion of the advertising manager). A reproduction of the full page ad appeared on one page and opposite was a standardized analysis of the purpose and what the ad was supposed to do. Some people didn't like the idea because the analysis did not attempt to give results. President John C. Freeman of the association has announced the publication of the second volume. Contains the selected trade advertisements of forty more members of the AIA. Seems like a good job. The price of the two volumes is \$5 . . . to non-members.

#### ○ A FUNNY WORLD DEPARTMENT:

A sporting goods store in Jackson, Tenn., installed one of those automatic advertising devices which dispenses bottles of ice cold Coca-Cola. Proprietor attached signs next to the coin slot reading, "White customers only." A dean of men at a nearby college came to the store and took a photograph of the Coca-Cola dispenser. The proprietor called a policeman and had the dean arrested. The charge: disorderly conduct. In spite of the fact that there was no disorder reported . . . the judge fined the culprit \$15. Nuts!

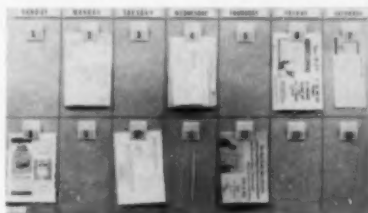
○ **GOOD TIE-IN:** James A. Doyle, executive secretary of Catholic Press Assn., 6 E. 39th St., New York 16, N. Y., used the new Horace Greeley 4¢ stamp with a first-day cover to get attention for the 51st annual convention of their association to be held May 16 to 19, 1961, in Vancouver. A specially designed letterhead showed a big, red totem pole running from top to bottom of lefthand margin. The tie-in reminded members of Horace Greeley's expression, "Go west, young man, go west." Members were asked to put their "stamp of approval" on the quotation by planning to go to the convention.

○ **THE CARILLON HOTEL** (Oceanfront at 68th St., Miami Beach, Fla.) is another resort palace doing a fine promotion job. A recent insert in Travel Weekly, also used as a mailing piece, was addressed to Travel Agents Everywhere. The small folder, measuring 6½" x 9", opened up to a 23½" x 9" reproduction of a check made out to the Travel Agents Everywhere for \$778,-864.98, representing the commissions paid travel agents in the past three years . . . or since the doors were opened in 1958. A powerful selling story.

○ **EMBLEMS AND BUTTONS** revolving around the Civil War Centennial are available from Pilgrim Badge and Label Corp., 292-295 Babcock Street, Boston 15, Mass. Emblems include one for the North featuring photo of Gen. Grant surprinted on modified U. S. flag

and one for the South showing General Lee surprinted over the Stars and Bars. These emblems can be printed on cloth with a household iron. A third emblem features crossed flags of both sides. The buttons follow a similar format. Prices on buttons run from 6.5¢ each down to 2.5¢ each in quantities of 10,000 or more. Emblems run from 10¢ down to 2.1¢ in quantities of 25,000 or more. Information available from Pilgrim.

○ **A MULTIPLE-CLIP** wall-board unit called "Klip-All" is available from L. D. Blehart Company, 10 Fiske Place, Mt. Vernon, N. Y. The wall units measure seven divisions across labeled with each day of the week. They are available in sizes for one week or two weeks. A similar series is available in one week



and two week sizes but for a 5 day week instead of seven. The clips will hold papers up to ¾ of an inch thick. Additional clips with captions such as "Urgent," "Pending," "Special," etc., are also available and are interchangeable with days of the week clips. Full information available by writing the manufacturer.

○ **"HOW TO COLLECT MORE** Past Due Accounts" is the name of a booklet being offered free by the United States Collection Assn. Inc., 4407 N. Ravenswood Avenue, Chicago 40, Illinois. The booklet contains tips on how to collect more from past-due customers while still retaining their good will.

○ **AN EXPENSIVE FORMAT** was used recently by Remington Rand Systems, 122 E. 42nd St., New York 17, N. Y. to promote its booklet (X 1921-4) describing the advantages of leasing office equipment. A large (10½" x 17½") folder came in an appropriately sized envelope. The cover title was, "The Sleeping Beauty in The Story of The Lease Plan." The entire folder was printed on heavy Bristol stock. The inside apparatus is hard to explain. First inside page was black type on white, describing the lease plan. On the right was an intricate die-cut and pasting job. A sketch printed black on deep purple supposedly illustrates the tower of a castle. A flap at the top instructs recipient to pull up. As you pull up, the seven die-cut windows in the castle open and reveal how you can get all the office equipment you need without tying up valuable working capital. The artist who designed this piece must have

## PROTECT your merchandise with this low-cost, fast-handling Mailing Bag



Assure your mailings full protection at low cost! Save packing time, too. Corro-Bags, in a wide variety of standard sizes, have their cushioning protection built in — no shredded fillers to add weight and spill out. Easy to fill, can be stapled or taped closed. These all-purpose mailing bags replace shredded-filler bags, die-cut sheets, custom packaging. For size range of samples, write Dept. R.

**Sherman**  
PAPER PRODUCTS COMPANY  
156 Oak Street, Newton 64, Mass.  
2245 W. Pershing Rd., Chicago 9, Ill.

DIVISION OF St. Regis  
PAPER COMPANY

trained in the European graphic arts field. We've seen similar treatments in the past from Germany, France and Belgium . . . but very few in the United States. Certainly makes a smash impression.

**○ TO GET A SHOCK** . . . you should read the 44-page 6" x 9" booklet titled "Community of Fear," made available by The Fund for the Republic, Inc., Box 4068, Santa Barbara, Calif., or 133 E. 54th St., New York 22, N. Y. Single copies are free; quantity prices on request. There is a foreword by Reinhold Niebuhr to the study made by Harrison Brown and James Real. "Community of Fear" is a frightening report on the probable consequences of the nuclear arms race. Every thinking person should read

it. It will tell you the effects of ten megatons on your city; whether the United States could stand 20,000 megatons, etc. It outlines the factors preventing agreement on arms control and disarmament. This is not a crackpot or hysterical report. Just a sober analysis of the confusing and frightening world we live in. Many distinguished Americans are on the board of directors of The Fund for the Republic, Inc.

**○ THE GRAND-DADDY** of all inquiries seems to have been sent to D. R. Draeger, program planner of Apparatus Sales Division, General Electric Co., Schenectady 5, N. Y. In June, 1939, G.E. made a mailing with return card offering a publication on cable insulation. Janu-

ary, 1961, the card was received asking for the bulletin—just 21 years, 7 mos. later. Proof that direct mail keeps right on working until some action is taken. This must be some sort of record.

**○ GOOD NEWS!** Remember some time back, we mentioned that trucking firms particularly were being victimized by boiler-room operations, high-pressuring the victims to take expensive advertisements in so-called *Police News*. The threat was that they might have serious trouble with police officers in certain states if they did not take advertisements. A number of *Reporter* readers helped in bringing these operations to the attention of the Better Business Bureaus and enforcement officials. We can now report that the Memphis Better Business Bureau has advised all interested parties that the *Tennessee Police News*, formerly operating out of Nashville, Tenn., has thrown in the sponge. Its promoter, an H. A. Terrell, has discontinued the operation. There was quite a lot of publicity about it in Tennessee newspapers. Since the discontinuance, Mr. Terrell started another boiler-room operation selling insurance to truck operators under the name of the "National Safety Alliance, Inc." but he was promptly stopped by the Tennessee State Department of Insurance and Banking. Similar operations in a number of other states are under investigation. *Reporter* readers who helped to wipe out these telephone-mail-followup gyps should get a well-deserved pat on the back.

**○ A FOUR STAR PROMOTION** from *Boy's Life* magazine for all boys with a million + circulation. A folder to advertisers and agencies celebrated the magazine's fiftieth anniversary (March 1911-March 1961). Included in the portfolio was the new March issue plus a newly printed but exact replica of Volume I, Number I. The reprint is a wonderful piece of nostalgia with feature stories like "The Lost Express" and "The Tighest Corner I was ever in —OR— Within Half a Yard of Death." Faithfully reproduced ad on the back cover is for a pre-World War I "music man" who offers to teach anyone to play the cornet entirely by mail. Don't know if copies are available but you might try by writing to *Boy's Life*, Boy Scouts of America, New Brunswick, New Jersey.

**○ WHAT'S THIS? DEPT:** Associated Press reported on a strange legal decision made by a federal judge in San Francisco. A postman had been caught burying some 10,000 advertising circulars he had failed to deliver over an 18-month period. The judge sentenced him to five years probation, explaining he thought that was all the punishment



## Which one cost half as much to label?

The envelope that was labeled by the Cheshire Model E! That's because the Model E applies up to 16,000 labels per hour. Compact . . . and easy to operate, too! Applies all types of labels (wide-strip, narrow-strip, continuous pack form, cut or individual labels). Just as efficient for small postcards and envelopes . . . or middle-sized pamphlets and brochures . . . as for larger magazines, catalogs and quarterfold tabloids.

The Cheshire Model E.

**CHESHIRE  
INCORPORATED**

Write for  
descriptive brochure.

Dept. RDM-5  
1644 N. Honore St.  
Chicago 22, Illinois



the offense deserved. Hasn't the judge heard of the sanctity of the mail?

○ **FREE FILMS** available for loan to school and adult groups for 1961 are described in a new 36-page catalog now being offered by Modern Talking Picture Service, Inc., 3 E. 54th St., New York 22, N. Y. The catalog is free and so are the films. Catalog lists more than 350 educational film titles made available by commercial, industrial and financial firms. Included are films (mostly in color) about sports, travel, fashion, cooking, electronics, health, and home finance, among others. Subjects are available from 30 Modern Talking Picture Service libraries in principal cities throughout the United States.

○ **HERE'S AN UNUSUAL IDEA** for getting increased attention to an air-mail letter: One coming to us may have been an accident, but it worked. Hand-addressed envelope. Usual 4¢ Postage-Meter imprint in upper right-hand corner. But pen written, "Via airmail," appeared to left of meter imprint. An additional 3¢ meter imprint appeared upside down at lower left, which was done neatly by running the envelope through again, upside down. Don't believe it would be any trouble for postal clerks, as metered envelopes outgoing don't have to be cancelled.

○ **DURING THE PAST YEAR**, Provincial Paper, Limited, 388 University Ave., Toronto 2, Canada, mail 3 out a series of small circulars devoted to the one subject, "Improvement of Canadian Correspondence." Each mailing hammered on one particular phase of the subject. After completing the series, Advertising Manager H. P. Hunt decided it would be a good idea to put all this valuable information into one booklet. So it is now a 52-page, 6" x 9" handbook. Although produced primarily for Canadian advertisers, Mr. Hunt is a cooperative fellow and might be willing to spare a copy to U.S.A. readers of *The Reporter* . . . particularly those who correspond with Canadian business contacts.

○ **LEONARD J. RAYMOND**, president of Dickie-Raymond, Inc., 470 Atlantic Ave., Boston 10, Mass., has been appointed by the Mail Advertising Service Assn. Intl. as chairman of the judging committee to select the winner of the 1961 Miles Kimball Gold Medal Award for outstanding contributions to direct mail. Other well-known members of the committee are: Earle Buckley of Philadelphia, Harry Maginnis of Washington, D.C., Horace Nahm of New York, and Paul Sampson of Detroit (president of the MASA). Nominations for the award will be welcomed from any reader of *The Reporter*. Eligible are still living origi-

inators of new methods or machinery, users of direct mail who have influenced the medium, authors, teachers, government officials, and creators and producers of outstanding direct mail material. Previous winners were: 1952—Edward N. Mayer, Jr.; 1953—Henry Hoke, Sr.; 1954—Leonard J. Raymond; 1955—Homer J. Buckley (since deceased); 1956—Charles S. Downs; 1957—Harry J. Maginnis; 1958—Nicholas S. Samstag; 1959—David L. Harrington; 1960—Horace H. Nahm.

○ **A YEARBOOK** on financial public relations is now available from the Financial Public Relations Assn., 231 S. LaSalle St., Chicago 4, Ill. It is a

390-page compilation and digest of speeches made by 60 specialists at the association's 45th annual convention in Boston late last year. In every section, bankers, advertising executives, educators, attorneys tell the down-to-earth stories of how public relations has indeed come of age, how it is no longer an ethereal phrase, and how it has a definite dollar value when properly used. Non-members may order copies from the association at \$8 each.

○ **IF YOU'RE INTERESTED** in all the problems involved in printing and decorating of polyethylene . . . you can get a 16-page brochure covering varying techniques by writing to Department 119,

## WRITE NOW FOR YOUR FREE COPY OF THE 1961 ISSUE OF PONTON'S FAMOUS 'LIST O' TRADES CATALOG OF MAILING LISTS

**75**  
years of  
leadership  
in the mailing list field

**W. S. PONTON, INC.** Dept. R 44 HONECK ST.  
ENGLEWOOD, N. J.  
New Jersey Phone: LOwell 9-5200  
New York Phone: MUrray Hill 7-5311 (A direct connection to Englewood)

**W. S. PONTON'S**  
*List o' trades...*  
AND HOW TO REACH 'EM

**FOR THE USERS OF**

- ADVERTISING
- SALES PROMOTION
- RESEARCH
- MAILING LIST SERVICES
- EDUCATION
- ENTERTAINMENT AND RECREATION
- FINANCIAL INSTITUTIONS
- GOVERNMENT AGENCIES
- INDUSTRIES
- LABOR UNIONS
- LEGAL PROFESSION
- PHARMACEUTICALS
- RELIGIOUS AND CHARITABLE ORGANIZATIONS
- TRADING COMPANIES

**12,000 MAILING LISTS** IN THIS CATALOG

# SNOWBALL IN MAY?



Just look how ANSA-LETTER rolls merrily along . . . getting bigger and bigger and bigger . . . adding new accounts daily . . . and *keeping* the old ones!

And there's a good reason why ANSA-LETTER is the *hottest*, item in direct mail today.

ANSA-LETTER is *that* dramatic, die-cut, *proven* direct mail device that *creates, promotes and produces* BETTER and MORE qualified leads, sales and repeats — faster, easier — and at the lowest cost per "ansa".

Why not try ANSA-LETTER as your next direct mail format — and watch the answers snowball in June, January and all through the year. Then you, too, will join our ever-increasing number of happy ANSA-LETTER repeaters.

A short note on your letterhead to Mel Berlin S/P/M will bring you a blizzard of ideas, samples in a pocketed folio.

*Ansa-letter* / completes the circle . . .  
from you to prospect  
and back to you!

Ansa-Letter is a division of Latham Process Corp.

200 HUDSON STREET, NEW YORK 13, N.Y., WORTH 6-4500

NEW ENGLAND REGIONAL OFFICE — WEST HARTFORD, CONN. — PHONE AD 6-0395

SOUTH-WEST REGIONAL OFFICE — OKLAHOMA CITY, OKLA. — PHONE WI 2-4030

W. R. Grace & Co., Polymer Chemicals Division, 225 Allwood Road, Clifton, N. J. Especially valuable is the appendix which lists some 250 sources for the services, equipment and supplies described in the brochure.

○ **LIKE A BOOKLET** recently mailed to executives and buyers in leading stores by Air Express, 219 East 42nd Street, N.Y. 17, N.Y. Called "Caveat Emptor", the 12 page booklet, printed in purple and orange, translates well known latin phrases into English and then a short paragraph shows how the expression ties in with the many services available from Air Express. If you haven't seen this one, *verbum sat sapienti*. (Trans: A word to the wise is sufficient.)

○ **DIRECTED ADVERTISING** is the name proposed by Austin Daly, ad manager of Lederle Laboratories, for this medium we all know as "direct mail." His logic—the advertising can be, and is, *directed* to the person for whom the message is intended. In a recent issue of *Indicia*, Clark O'Neill invited comments pro and con on this proposal. Write to Directed Advertising Headquarters, Clark-O'Neill Inc., 1 Broad Avenue, Fairview, New Jersey.

○ **A MAIL ROOM** bag-carrier that enables a 118 lb. woman to easily move three fully loaded mail bags around your mail room is available from Can Pro Corporation, 19-23-31 East McWilliams Street, Fond du Lac, Wisconsin. The mail bag cart holds three regulation size mail bags open wide for filling, and has a flip lever which causes mail bags to drop off the rolling frame. Full information available from the manufacturer.

○ **HOW TO INCREASE** the *modality* value of your direct mail: There is a word for you! Look it up in your dictionary. Charles E. Kunle thinks he has found a dramatic way to do it. He is the manager of Sportsman's Bargain Counter Department of the magazine, *Sports Afield*, 959 Eighth Ave., New York 19, N. Y. He sent up two specimen letters which he designed some time ago. In one, recipients are asked in the heading to see how many times they can count the word "more" in the paragraphs below. The word "more" is printed and underlined in red ink one or more times in each paragraph. Naturally, it is easy to count how many "mores" there are but the reader's eyes must travel over every paragraph. In a second example, one word is printed in red in each of the six letter paragraphs. The PS checked in red tells the reader there is a hidden message if he will read only the words in red. From top to bottom they read, "You will get results too in *Sports Afield*." An interesting treatment. ●

**W**ATCHING returns from a mailing come in is something like watching your horse roar into the backstretch at Hialeah or Aqueduct. Will he or won't he? Not even the jockey knows for sure.

There must be a little bit of the gambler in every mail order promoter. The horseplayer examines the program to see which horses are running. The mail order advertiser looks over the competition to find out what other products are competing for the customer's dollar. The horseplayer studies the charts, computes the relative strengths and weaknesses of each horse, and finally decides upon his choice to win. The mail order man prepares his copy and layout, and produces his package. His 'horse' is ready to go. All that remains is to put his money down on lists.

Which lists should he use? The decision is based on many factors, several of them not far removed from crystalball gazing and reading tea leaves. But the mail order man is also knowledgeable.

He knows that a person who has once purchased by mail is more likely to do so again than a person who has not bought by mail. He knows too that a person who buys a given product by mail is a prospect for a product which is related to the first in some way. A buyer of grass seed is a good prospect for fertilizer.

Publisher X wanted to establish a new quarterly quality magazine. It would deal with the field of science and related subjects. The proposed subscription rate would be \$12.

To create interest in the project, gain subscribers and pre-sell subscription prospects, publisher X made two test mailings—one in October and one in December of 1959. The first test of 15 lists showed that 10 were above the break-even point. These ten lists plus 15 others were used in the second test in December.

The test offer was this. A single copy of a handsomely illustrated book, case bound with a Duroid cover, size 8½" x 11", for \$3.95.

The break even point was 2.5% (based on an in-the-mail cost of \$100 per M). Of the 30 lists (the first fifteen in October and the first-time use of fifteen others in December) 15 were above the break-even point and 15 were below.

Listed here are the 30 lists. Can you guess which 15 worked. Mark a (+) or a (-) by each one and then check your guesses with the answers on page 26.

## SO YOU THINK YOU KNOW LISTS?

- ☐ American Museum of Natural History, 1958 expires
- ☐ Marlboro Books, 1956-9 buyers
- ☐ Dover Books buyers
- ☐ Science News Letter, 1958 expires
- ☐ Holt, high school science teachers
- ☐ Leonard Radio, 1959 book-buyers
- ☐ Clark O'Neill physicians
- ☐ Simon & Schuster, Illustrated Library Natural Science Buyers
- ☐ Nature Magazine, 1958 expires
- ☐ Simon & Schuster, World of Mathematics Buyers
- ☐ U. of Chicago, bookbuyers
- ☐ Book Find Club, 1958 expires
- ☐ Joint Directory, professors of social sciences & humanities
- ☐ Harper self-improvement book buyers, 1959
- ☐ Garfield, Geniac buyers
- ☐ Radio Electronics subscribers
- ☐ Precision Optical, 1958 buyers
- ☐ Berkeley Enterprises, J-7 Scientific Offer buyers
- ☐ Macmillan Science Book buyers
- ☐ Breck's, 1957-58 gift buyers
- ☐ Popular Electronics subscribers
- ☐ Better Reading Program actives
- ☐ Van Nostrand, 1958-59 scientific encyclopedia buyers
- ☐ Thompson Math List
- ☐ Harper, 1959 bookbuyers, science, history, current events
- ☐ Prentice-Hall, self-improvement book buyers, 1956-57
- ☐ Prentice-Hall, electronics book buyers 1956-59
- ☐ American Research Council, your Investments buyers
- ☐ Market Compilation Bureau, American Assn., University Women Members
- ☐ Market Compilation Bureau, Amherst Alumni

Half these lists succeeded, and half flopped. Your job is to guess which were which.



A SPECTACULAR nine part direct mail campaign to 830 prospects netted TCF of Canada, Ltd., a neat 80% response by the time the last piece had been mailed. A high percentage such as this is unusual, especially in the industrial direct mail field where actual replies are often secondary to the institutional or reminder benefits of a mail program. Just how this Canadian manufacturer of transparent cellulose films stimulated this response is an object lesson in spectacular dimensional direct mail advertising.

The mailings consisted of a combination of six canisters of Oriental teas, a tea rack, a tea pot, a canister filled with coffee beans, and a canister containing TCF's new MXXT transparent film. Every one of these objects was accompanied by a printed 6 x 9 letter from TCF's sales manager, R. E. Mander.

The first mailing in September, 1960, was the teapot. With it a letter completely devoid of sell, mentioning only that a small canister of "Lapsang Souchong" and a wooden rack would follow in the next mail-

## CANADIAN TEA PARTY

TCF of Canada mailed miniature tea canisters to prospects to demonstrate that something new was brewing . . . and got an 80% response for their trouble . . .



Above, left: The complete ensemble of dimensional pieces—rack, tea canisters, pot, and the special MXXT can which demonstrated TCF's new transparent film.

Left, the folder which was sent by TCF after the MXXT mailing. The response was 74%, but TCF didn't stop there. The "Oops, Sorry!" letter on opposite page brought more response and raised the return to 80%.

ing. No mention of the product they were trying to sell—MXXT.

After the second mailing, the next four were each a single cannister of an Oriental tea, each accompanied by a letter. Each letter ended with a line like: "There's something brewing at TCF" or "We brew more than Tea at TCF."

The seventh mailer contained no tea, but had instead a cannister containing a small folded bag of MXXT film upon which was printed copy explaining the film's advantages.

The eighth mailing piece was a tri-folded die-cut piece shaped like a tea cabinet. With it was a return postcard offering the missing cannister of tea. (The rack holds six cannisters, and at this point, prospects only had five.)

Of the 830 on the mailing list, 616 returned this postcard to receive the final cannister—a gratifying 74%. But TCF wasn't content to let the other 26% get off so easily.

A ninth mailer was sent to this group, enclosing an MXXT film bag full of coffee beans, another reply card and a humorous letter apolo-

gizing for sending tea to a "confirmed coffee addict." (Copy of this letter reproduced below, right.) Of the 214 who received this final mailing, 64 returned the second reply card, making for a grand total of 680 out of the possible 830.

#### \$19 Per Name

The budget for the campaign was \$15,800, according to TCF's sales development manager, D.W.Y. Lane, which breaks down to \$19-a name to the entire list of 830. The list, incidentally, was compiled by the company's salesmen and comprised TCF's best potential customers. Working closely with TCF in the planning and execution was Montreal agency National Marketing, Ltd. The cannisters and tea racks were supplied by John Wagner and Sons, Hatboro, Pennsylvania.

#### 80% — So What?

An element of our readership will by this time be asking themselves just what this 80% response actually means. How effective does a campaign have to be to motivate a man to fill in his name and address on a pre-paid postcard to receive the

final installment of a very attractive addition to his kitchen at home?

Sales figures from TCF are not available so a black and white analysis of returns is impossible. But the company *did* receive 40 unsolicited complimentary letters about the originality of the campaign. And according to Mr. Lane, TCF personnel—particularly the sales representatives—were highly enthusiastic about the promotion.

Returns or inquiries are a very nebulous thing in industrial advertising. For some companies, 10% may be a lot; for others, 2% would be a windfall. The spectacular IBM campaign, reported in *The Reporter* (September 1960) netted over 50% in personal unsolicited letters. The Bank of America campaign of 1959 netted about 33% unsolicited letters. Both were considered highly successful, but so have other campaigns which have netted far less tangible response, but have still done the job.

One thing is indisputable. At least 80% of the 830 on TCF's list were paying close attention to the campaign. What more can you ask? •



## TCF OF CANADA LIMITED

MANUFACTURERS OF TRANSPARENT PACKAGING MATERIALS  
550 SHERBROOKE ST. WEST, MONTREAL, QUE.

Put the kettle on!

Fine smoky Lapsang Souchong, treasured by ancient Chinese dynasties for its tangy aroma and flavour, will make your teatime today something to remember. Souchong's distinctive vigour will give you a lift and restore your jaded spirit. Simply add furiously boiling water and enjoy.

Should this little wooden rack look a bit empty with that one lone cannister, take heart. We are going to fill it for you with the finest selection of tea samplings in the Western Hemisphere. Next week you will receive Mountain-grown Darjeeling.

Now you're asking yourself, what's TCF got to do with Tea? Well, T stands for Transparent, our first name, and many of our products are referred to as "T" films, usually with appropriate prefix letters. Like fine TEAS, our packaging materials and technical services are known throughout the world. More about them shortly.

We brew more than TEA at TCF.

Sincerely,

R. E. Mander  
Sales Manager



## TCF OF CANADA LIMITED

MANUFACTURERS OF TRANSPARENT PACKAGING MATERIALS  
550 SHERBROOKE ST. WEST, MONTREAL, QUE.

Oops, sorry!

Did we make a mistake and send a series of fine Oriental Teas to a confirmed coffee addict? In case we perpetrated such a blunder, TCF hereby apologizes and encloses an MXXT protected packet of fine coffee instead.

However, we suggest you complete the tea rack, because even though you prefer coffee, the complete set will look mighty smart in your kitchen. Or, send the set to Aunt Mabel for Christmas.

Tea was originally considered a "healing plant" and was an important part of the prescription list of the ancient Chinese physician. Now, TCF does not claim that our famous "T" films are cure-alls, but among our long list of case histories are many authentic cures for serious packaging ailments.

Your local TCF representative would like to drop by and tell you more about our outstanding MXXT films. Give him the opportunity of discussing some of your packaging problems.

Perhaps over a cup of coffee?

Sincerely,

R. E. Mander  
Sales Manager

P.S. Another reply card is enclosed.



# How To Avoid The Costly Pitfall of

by Jerome Osherow, President  
Advertiser's Addressing System  
703 N. 16th St., St. Louis, Mo.

IN THE MARCH ISSUE of The Reporter, there was a wonderful article about how the General Electric Corporation automated their mailing lists to give the corporation extreme selectivity. G.E.'s approach, which uses highly expensive tabulating and heat transfer equipment, is exactly right for G.E.'s requirements. Likewise, other corporations with sales in the billions, manpower in the hundreds of thousands, and a corporate treasury of like proportion, can profitably use these same techniques. But for most of us the story is vastly different.

One of the most prevalent and saddest mistakes that many firms make is to set up an addressing system which is far, far, *too* selective. Most businessmen have been deluged with literature, presentations, and surveys from manufacturers of addressing equipment who lean heavily on detailed selectivity. With some of the magical systems now in vogue, you press a button and presto, the only names addressed will be all your customers who have purchased widgets but who have not purchased gizmos, whose annual volume in excess of \$3,000, whose credit rating is E-2 or better, who are either in the southern or northwestern territory, and who are married, have at least two children, and at least one female dog. The plates march steadily through the addressing machine and every now and then a plate meets the qualifications, the addressing arm comes down, and the machine lights up and almost says "bingo."

In theory, these highly selective systems are absolutely correct. For example, it would be nice for a bank to be able to address all homeowners for they are obviously a better market for home improvement loans. It would obviously be more intelligent to mail savings account literature to the checking customers who do not have savings accounts and vice versa. It may be important to know whether the customer has a safe deposit box, the interest rate of their real estate loan, whether it is an FHA, GI, or conventional. But in nine businesses out of ten, the complications resulting from coding all of this informa-

tion on a plate, whether by punching a cardboard stencil, by tabbing and retabbing a large metal plate, or by notching or by striping a high speed plate—regardless of technique—these complications become prohibitively expensive, because the information is rarely used.

## Information Seldom Used

If this data were put to use, the complications might be justified regardless of cost, but in all of our experience in serving hundreds of accounts—multi-million dollar corporations with thousands of employees, large retailers with big lists, or the small and medium manufacturers with small lists—the answer is generally the same—this expensive compiled information is hardly ever used. Why? The answer is that *specialized* information requires *specialized* literature and management *does not have sufficient creative time to write and produce the "specialized" literature required*. There's no point in making a detailed selection involving 5% of your mailing list if you are going to send them the same literature that everyone else gets. The modern day advertising department generally is hard pressed to develop several good pieces of mail monthly and, consequently, what usually happens is that management countenances an element of wastage and sends the same literature to most lists. This is rationalized with the statement that "well at least they hear from us again." Perhaps a case history will make this point clear.

A St. Louis firm has built a fine reputation throughout the midwest for the distribution of films—sales training, safety, entertainment, and religious—Catholic and Protestant. Obviously, the "logical" thing to do is to send literature on Catholic films to the Catholic churches only, and, logically, there's little point in sending a film on sales training to a Protestant church. Accordingly, the mailing list of this firm was set up on a selective basis with about a dozen categories, six basic classifications subdivided into prospect and customer lists. Logical? Yes. Intelligent? Yes. Did it work? No.

# OVERSELECTIVITY in Your Addressing System

Why? Because of the reasons just outlined. No one in this comparatively small organization was able to keep up with the job of writing and supervising the production of special literature for each classification. The problem of keeping the plates properly maintained became a big headache, and so the management made a decision in favor of simplicity.

Instead of a half-dozen different pieces of literature, the company developed an 11 x 17 folder, arranged by departments. Thus, there was a section devoted to Protestant Sunday School films and a section devoted to Catholic. There was a full column devoted to safety and sales training films for corporation usage. The mailing piece became something akin to the daily newspaper—it had something of interest for everybody. And it was soon discovered that the man who purchased sales training films for his corporation was also on his church board of directors, and he became a better-than-ever customer. The result was obvious—plate complications were removed, printing costs went down, and the Direct Mail became more profitable than ever.

Setting up highly selective addressing systems is no simple task and it's quite expensive. A high-speed plate, for example, will cost, complete, somewhere around 6¢; whereas a multi-tabbed plate for a highly selective system can often end up costing 50¢ each and sometimes much more, everything considered. While this initial expense is something to consider, it, of course, isn't nearly as important as the increase in maintenance cost between the two systems.

Complicated systems require highly competent and continuous supervision. If a girl is going to affix seven tabs in special positions on an Addressograph plate, someone had better be sure that they are in the right place or you might be sending maternity literature to sixty-year-old bachelors. (Perchance this may not be a mistake.) Just as expensive as the plate maintenance is the clerical problem of compiling and maintaining the original data and forwarding this data from department to department with no break in the communication chain. When customers move,

and in most businesses they move better than 25% annually, this information must be transferred from one plate to another with its attendant accuracy problems and, of course, clerical costs.

Detailed selectivity not only requires lavish time and effort but, in addition, it has the same inherent pitfalls as any central file. The list must be maintained accurately *at all times*. A two or three week lapse of attention, and wham, an error percentage is injected into the list and management confidence is destroyed. As soon as this happens, for all practical purposes, either the central file or the plate system, as the case may be, is worthless, and the only way to put the list back into shape is a detailed account by account audit which costs thousands of dollars. We had occasion within the year to take over the list of a large local jewelry firm with whom we had been in contact for approximately eight years. During a seven-year period, their list was being maintained by a remarkably able woman. Then she had a heart attack, left the business, and she was replaced with two, supposedly, experienced girls. It took about ten months for management to fully realize what was happening to their mailing list, and when we were called in, it became necessary to make a "plate to ledger check-out." We then recut the entire list, since it was more efficient to convert the list to a high speed plate rather than make the large number of revisions required to remedy ten months of malpractice.

It's important to realize why "selectivity" appeals so greatly to top management. Top management is intelligent. Top management is logical, and, as we have said, these systems are both logical and intelligent. Top management is *not concerned* with the routine of compiling and maintaining this information—which may never be used for the next ten years. It's nothing uncommon for the president of a corporation to call in his office manager and tell him that effective 2 p.m. that afternoon he wants a report on monthly sales of "601 Gizmo," by

salesmen, sent to the sales manager, and he wants this same report sent to the sales manager by the 10th of the month every month thereafter. The office manager or cost accountant is a detail man, and he faithfully follows this instruction for the next five years. At the moment the president was concerned with the "601 Gizmo," but two months after the order was issued, he was no longer interested in this item and the information was never used thereafter. But, oh, the paper work went on.

Detailed plate systems are generally set up the same way. The information is laboriously compiled and recorded on the plate and rarely put to use. With a simple system, you can afford to mail more frequently to your mailing list; larger runs with less changes result in simpler production and less errors. Uncomplicated systems make the use of simple high speed mailing equipment both practical and economical.

For example, most firms should have a customer list and a prospect list with perhaps several very major breakdowns. Where the classifications are mutually exclusive, it's simple to set up separate lists. Thus, the customer list plates are in Drawers 1 through 20, and the prospect list plates run from 21 through 64. When a prospect becomes a customer, the plate is moved from one list to the other. This type of system is simple, less subject to error, and—it works. However, management is usually counseled to make up just one list and tab, punch, or notch the plate for the various selections. Then further data is added to the plate and the system becomes more complex.

We wouldn't want to be misinterpreted and have you think that selective systems are not practical or economical. When they are properly applied and when the information is used, then a selective system can prove to be a true economy. The law of averages, however, is on our side for we see 25 complicated systems where information is never used before we find one that is. Our parting word of advice would be to "go slow toward complications"—it's easy to start simple, and you can add the complications later. •

## Mail Selling to Emotional Buyers in a Regulated Industry



REPORTER'S NOTE: Don Babson is Vice President and/or Director of seven companies, each one a part of United Business Service. His overall job is Vice President in charge of sales. Born on New Year's Day in 1924, Don attended Deerfield Academy and Cornell before serving three years in the Army Air Force during WWII. Two years at the Harvard Graduate School of Business prepared him for his first job with Kinex Company, and two years later in 1953, with UBS. He is married with five children.

by Donald P. Babson, United Business Service

THAT'S QUITE a mouthful as a title—and it really covers three subjects rather than just one—so let's start at the tail end of the title and work back. That way, I think that the pieces will all fall more neatly into place.

First, what do I mean by saying that business and investment advisory services are in a regulated industry? To be sure, the pure Business Service—the Washington News Letter, the publications on management, executive, accounting, and tax techniques—all enjoy great freedom from regulation in their selling approaches.

But as soon as you start to publish investment advice, it is becoming quite a different story. My friends—and competitors—in the investment counselling and in the mutual fund fields are sometimes of the opinion that investment advisory services occasionally "get away with murder" in their mail selling and advertising efforts. And there is no question but that the investment advisers have yet to see selling regulations that are as restrictive as those which must be

observed in published information and sales material that is used in merchandising mutual funds.

But the investment advisory industry has been becoming subject to more and more regulation, and in my opinion—"you ain't seen nothing yet." In the past two or three years, many states have passed laws regulating investment advisers. While the lack of uniformity among these laws makes life difficult for those of us who are operating on a national scale, the basic intent of these laws—to protect the public from advisers who lack scruples and qualifications—is certainly to be applauded.

The SEC since 1940 has had the power to require registration of investment advisers. There are approximately 2,000 registered under '40 Act now. But it was in the post-Convention session of the 1960 Congress that the SEC got its TEETH as far as investment advisory regulation is concerned. Already there are indications that the SEC has stepped up its interest in selling and advertising materials used by investment advisory services, and those of

### Comparison of Results of Space Ad

Year	Cost Per Inq.	Cost Per Order
1960	86¢	\$48
1959	8¢	\$23
1958	94¢	\$31
1957	74¢	\$23
1956	1.98¢	\$41
1955	68¢	\$28

The space ad was basically the same each year (see illustrations on the next page which depict typical changes). The ad ran in the first Sunday issue in January in the same large-circulation newspaper.

you who have seen recent newspaper accounts are well aware of the fact that the SEC is taking an increasingly active interest in the operations of investment advisers.

In 1956 the State of Illinois published their now famous RULE E for investment advisers which highlights a number of "proper" and "improper" selling practices as far as Illinois is concerned.

Since July 1, 1960, all investment advisers who like the idea of being able to do business in New York State—the nation's biggest investment and investment advisory market—have been submitting sales materials to the Attorney General's office here in New York City. Registration has been required since January 5, 1961, and a series of very definitive regulations for all registrants should be forthcoming shortly thereafter. I only hope that New York pursues the non-registrants as vigorously as they can be expected to police the regulations which they will be issuing.

So you may ask what does all this registration have to do with selling?

# 140 SOUND STOCKS for INCOME and PROFIT

## Announcing UNITED'S 1958 List of Recommended Issues

FIRST Report covering UNITED'S complete Supervised List of Recommended Common Stocks for 1958 is just off the press. It is broadly diversified as to industry, and selections range from the highest quality stocks for safety and income to lower-priced speculative issues for high percentage gains. Included are stocks with long dividend records, yielding 6% to 9%. You will find the following issues of special interest:

- 6 Speculative Growth Stocks at 13 to 40
- 12 Quality Growth Issues; liberal yields
- 10 Attractive Low-Priced Stocks under 25
- 18 Quality Income Issues; yields up to 7.4%

Send only \$1 for your copy of this 140-Stock Report. In addition you will receive without extra charge the next four issues of the weekly UNITED Business and Investment Report. (This offer open to new readers only.)

—FILL OUT COUPON AND MAIL TODAY WITH ONLY \$1—  
SENT TO YOU BY AIRMAIL \$1.25 ☐ T-1

Name.....

Address.....

 **UNITED BUSINESS SERVICE**  
210 NEWBURY ST. BOSTON 16, MASS.  
Serving more business men and investors than any other advisory service.

# 140 SOUND STOCKS for INCOME and PROFIT

## Announcing UNITED'S 1959 List of Recommended Issues

FIRST Report covering UNITED'S complete Supervised List of Recommended Common Stocks for 1959 is just off the press. It is broadly diversified as to industry, and selections range from the highest quality stocks for safety and income to lower-priced speculative issues for high percentage gains. Included are stocks with long dividend records, and attractive yields. You will find the following issues of special interest:

- 6 Speculative Growth Stocks at 8 to 45
- 10 Quality Growth Issues for Capital Gains
- 10 Attractive Low-Priced Stocks under 25
- 19 Quality Income Issues for liberal yields


Send only \$1 for your copy of United's 1959 list of Recommended Stocks plus weekly UNITED Reports for one month. (This offer open to new readers only.)

—FILL OUT COUPON AND MAIL TODAY WITH ONLY \$1—  
SENT TO YOU BY AIRMAIL \$1.25 ☐ FW-2

Name.....

Address.....

City.....Zone.....State.....

 **UNITED BUSINESS SERVICE**  
210 NEWBURY ST. BOSTON 16, MASS.  
Serving more individual investors than any other advisory service.

Plenty, and increasingly so, in my opinion.

### Copy Limitations

In Illinois, you don't use superlatives. You don't represent or imply any guarantee of the success of investments made pursuant to recommendations of the investment advisory service concerned. And you don't use "selected past recommendations" for it is improper to refer to particular investment securities previously recommended — showing their prior and current quotations—unless equal reference and disclosure is made to all other contemporaneous recommendations and their performances.

Couple that last one with the SEC's equal disenchantment over phrases like:

"If you invested \$1,000 in duPont in 1925, you would have nearly \$50,000 today" particularly when such a statement is followed by the conclusion or implication that the securities then being recommended are in the same class.

The reference to selected past recommendations and the "If you had

invested" approach are two of the old-time — and unfortunately still widely used in some quarters—copy appeals that are used in selling an investment advisory service.

Other appeals must carry the selling message in the future, for there is no question that investment advisers are in for more regulation—and a lot more—as long as copy approaches such as those that I referred to, and others, are used.

My plea from a regulatory standpoint is for more self-discipline by participants in the industry—so that regulations can come into being as guideposts, rather than as punitive measures.

### Buying Is Emotional

This trend in regulation would not create any great problem for me if it were not for my unwavering belief that tough-minded, hard-headed businessmen and investors are emotional buyers of business and investment advisory services.

To document this opinion, I offer:

First, the experience of people like Kiplinger Washington Letter and

Babson's Washington Letter following the election of a Republican Administration—after many years of Democratic rule. I am informed that new sales and renewals in both of these services suffered because the need for news on Washington doings—and what was going to be done to business—was apparently less with what was reasoned as a "friend in the White House."

Second, many of us in the investment advisory selling field have been able to establish a reasonably good correlation between stock market trading volume and the mailing returns from our efforts. And I think that most of you will agree that the peaks in trading volume that are experienced at tops, bottoms, and turning points in the stock market are reflections of emotion.

Third, as an isolated and specific example, I offer you a series of United Business Service ads.

All of these ads are substantially the same, except that the date references apply to a particular year. The years covered are 1955 through

(Continued on Page 23)

**F**RED JACOBIE, founder and sole owner of Superior Rug & Upholstery Cleaners, 604 Belle Court, Harvey, Illinois, is an old hand with cleaning fluid; but over the past five years he's become just as adept with a bottle of ink. His successful home-made direct mail belies the myth that the average small businessman has neither the ability nor the patience to handle his own direct mail advertising program. Or perhaps it doesn't, because Fred Jacobie is not the average small businessman.

In addition to a large variety of cleaning machines and four employees, Fred's plant houses three letterpresses, a folding machine and an addressing machine. With this equipment, the help of a local typist, one of his two sons and a little elbow grease, he prepares, prints, folds, addresses and mails promotion to 60,000 homes in the vicinity of his cleaning plant. And while competitors are sitting on their hands wondering when business is going to get better, Fred is busily filling orders received as a result of his "homely" but effective promotion.

Fred Jacobie's direct mail is not handsome by professional standards. The self mailer is the only format he uses in quantity. It is an 11" x 7" sheet printed black on one side, blue on the other, and folded down to 3 1/2" x 7". The blue side is set up on one of his small letterpresses, the black side on another. Type is obtained from a friend who owns a linotype machine, and plates are made by a local engraver from on-the-job photos taken by Fred himself.

Fred also writes all his own copy. The folders are set up early in the year and then are run off in varying quantities each week, depending upon

circumstances. (During Easter week, for instance, Fred mailed only 1,000. Other times he might mail 6,000 or 7,000.)

The format (the tri-folded self-mailer) is always the same, but each year, the copy and photos are changed. On occasion, he has substituted brown ink for the blue.

At this writing, Fred has 60,000 names on ink-transfer addressing masters (he uses Master Addressing System of Milwaukee, Wisconsin). Names are typed on master rolls which hold 500 names, and each name can be addressed up to 50 times from the roll with the addressing machine. A local woman types the names on the addressing rolls for \$10.00 per M, but of course, the names can then be used over and over again. Having it done by an agency, Fred claims, would cost between \$8.00 and \$10.00 per M for one time use only, so it's more economical for him to do it himself.

The names are compiled from the Reuben H. Donnelly Street Directory Guide, and encompass a 12-mile radius around Harvey, extending north to the far south side of Chicago but no further. Attempts are made periodically to keep the list up to date. Customer names are kept separately on cards listing all data on work done. Once a year, these people receive a special thank-you reminder card.

Fred Jacobie founded Superior Rug & Upholstery Cleaners in 1934. Before going into business for himself on \$5.00 capital, Fred was a self-described "factory slave." Shortly after going into business, he bought a 3 x 5 press and started mailing out simple postcard promotions to prospects. Later he graduated to his two

letterpresses which he bought second hand from a Chicago printer. He didn't have the vaguest idea how to run them, nor did anyone teach him, so by the tortuous trial and error method, he learned the ins and outs of printing. Today, Fred still runs his own presses (hand feed) at a rate of 1,800 per hour. He runs them during the day, most often in the evening. One of his two sons helps out by running the folding and addressing machines. A third press with a 6 x 9 printing area is used for incidental promotions and for printing doorhanger cards when customers are not home when Superior calls.

Why does he do it? "Because it's a necessity," he says. "It's an expense, but not as expensive as if I had it done outside. Four years ago was the last time I had an estimate from a printer. For my self-mailer format, a printer wanted to charge me \$18.00 per thousand using a cheaper grade of paper. Doing it myself, I can run off 8,000 for about \$37.50. Of course, it's hard work, but so is everything worth doing."

"In the eye of an expert, the copy may not be good, but the people who receive them are not experts on advertising. Direct mail has done us more good than any other form of advertising we've tried, and I've tried a lot of them. Last week I talked to a small cleaner like myself, and he said he had no work at all. He was surprised to see work being done at our plant. But he doesn't do anything to try to get business — just waits for someone to call him on the phone."

Fred Jacobie believes direct mail is a continuous thing. "Unless a person intends to do a lot of direct mail, and keep it up, it wouldn't be wise to do his own work. I have talked to people who said, 'Oh, I mailed out a thousand cards but didn't get one call.' Well, they were done before they started."

What sort of results does Fred get from these self-mailers? Results are good, he says, though hard to measure, since he offers no cut-rate work or give-away incentives. But people do mention his folders when they call and many save them from Spring to Fall, when they're ready to have cleaning done. Of the 1,000 mailed during Easter week, Fred had two calls on the Monday afterwards for business which could be worth about \$125.

It's this sort of steady promotion and small but steady returns that keep Fred's plant busy while competitors wonder when business is going to get better. •

## DO-IT-YOURSELF DIRECT MAIL

The story of one captive plant

## INVESTMENTS Cont. . . .

1960. The newspaper—the first Sunday issue of a large N. Y. paper in January—is the same in all cases. Therefore, the seasonal pattern is much the same.

But investment interest—or emotions—were obviously different.

Of course, that's just one appeal across six years.

What about other appeals?

Most sales appeals in banking, insurance, financial, or investment advertising are based on prestige association, personal service, safety and security, income opportunities, growth prospects, or profit possibilities.

When you strip off all the polite language and happy talk, you can usually identify the message to a prospect as appealing to one or more of some basic instincts like fear, avarice, or self indulgence.

Hence, you are confronted on one hand by some rather grubbily-defined basic emotions to which you must appeal . . . and on the other hand with an increasing framework of regulations—even if your own good taste, restraint, or more positive approach to life do not already limit the more direct types of appeal to these basic frailties or needs.

### Selling by Mail

How do you sell an investment advisory service by mail to emotional buyers with industry regulations what they are—and what they are going to be?

Some of you, particularly some of my more vigorous competitors, are quite familiar with what we sell. For others of you, here's a brief bit of background.

United Business Service is a 12-page weekly Report on Business and Investment conditions, Washington Developments, and Commodity trends, with specific buying and selling recommendations on securities for the investor who is seeking income, growth, or profit. Consultation Privileges go along with the subscription service, and that means that our subscriber-clients are entitled to personal assistance on their investment or business problems—whenver they want it—in person, by telephone, by telegraph, or by mail. For the record, we price in at \$72 a year for the Reports and Consultation Privileges, or \$38 for the same package on a six-month basis.

From a method viewpoint, ours is a mail order operation via the Trial

(Con't. next page)

## QUALITY — SERVICE

2 good reasons  
why you should  
switch to

**Plastichrome**

POSTCARDS

DIRECT MAILERS



**NOW! MESSAGE SIDE AVAILABLE  
IN 2 COLORS ! !**

- Postcards cost less than 1¢ each.
- Top quality — winners of 9 straight L.N.A. Awards.
- Color proofs at no extra charge in all quantities.
- Prompt, efficient service.

Send for  
**FREE MERCHANDISING IDEA KIT—  
COLOURPICTURE PUBLISHERS, INC.**  
400 Newbury Street, Boston 15, Mass.

**get the  
professional  
approach**

... to your

**DIRECT MAIL**



For a **FREE** roster of members  
of MASA, the professional  
creators and producers of  
**BETTER** direct mail, write to:

**mail advertising  
service association**

INTERNATIONAL  
622 5th St., N.W.  
Washington 1, D.C.

**Impact**  
WITH A CAPITAL

**EYE**

for as  
little  
as 9¢  
per mailing!

Never before such visual impact at such  
little cost!

Versatile new MAIL-O-VUE shows your products in  
dramatic, full-color transparencies through a  
unique viewer for as little as 9¢ — 20¢ in full-color  
stereo, complete.

MAIL-O-VUE's sharp-focus viewer, with  
high-fidelity glass lenses, folds neatly, needs no  
assembling. Mail with a letter or folder for the same  
stamp, for less than the cost of a color folder.

Phone or write on  
your letterhead to-  
day for free sample  
presentation of  
MAIL-O-VUE. No  
obligation.

Taylor  
Merchant

**the taylor-merchant corporation**  
48 west 48th street, new york 36, n. y.

dept. d5  
Plaza 7-7700

#### Ad Agency PLUS Direct Mail

More than Direct Mail Specialists—also a fully accredited ad agency. A combined service which correlates both.

In Chicago, Phone HA 7-9187

**"That Yellow Bott"**

Leo P. Bott, Jr., 64 E. Jackson, Chicago



#### COPYWRITING STUDIO Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee. Persuasive Communication any kind—any medium

MU 3-1455

270 Madison/ny 16

#### FULL COLOR POST CARDS

From original transparencies 1,000 @ \$75.00; 3,000 @ \$50.00 per M. 5,000 @ \$19.75 per M. 6 to 8 weeks guaranteed delivery. Genuine photographic post cards in any quantity within 1 week.

**THE GROGAN PHOTO CO.**

Dept. D. M. 2 Danville, Illinois

## CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in time and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

**NATIONAL**

BUNDLE TYER CO.

Blissfield, Michigan

Subscription route, which are recruited on a coupon return space basis, by mail order, and through radio write-to-your-station appeals. Units of price here are \$1, \$2, and \$5—monthly \$1.00. These trials then receive a mail order conversion series during their trial subscription period. Here we are trying to make a \$72 or \$38 unit of sale.

After the trial period is over, additional mail order appeals are made at a \$38 price. There are no salesmen.

So how are we selling and planning to sell?

In our space and radio trial work, more description of the factual content of the Special Report offered—opinion as to recommendations and future prospects are clearly indicated as opinion in the copy—it's not "10 Best Stocks for 1961" but United's Staff Selections of "10 Best Stocks for 1961."

More reference to risk as well as profit possibilities—and also seeing to it that editorial fulfillment points up the risks as well as the opportunities.

In our mail trial program, we are placing increasing reliance on a self-mailing return-envelope piece that presents a more complete description of United Service, and the methods that we use—and more "factual" and less "promising" inserts are being used to offer our Special Reports.

In our conversion series—information on our organization, how we work, who we are. Reprints of past recommendations include: "all contemporaneous recommendations within a particular editorial feature"—and the reprints show the losses as well as the gain. Of course, we are continuing to use book premiums and the like.

And more of our copy is slanted towards how we can help you plan, help you invest, help you manage your business and investment affairs—NOT how much money you can make next week or next month if you buy Recommended Stock A—"whose underlying investment characteristics so clearly resemble those of Stock B—which incidentally rose 2,000% just last year."

In our Order Mailings at the moment we are on a "preparedness," "helping," and "planning" jag.

(1) Are you prepared to make informed business and investment decisions?

(2) Are you prepared to benefit from coming changes?

(3) To help you with your business and investment planning, United

has prepared a new report on . . .

(4) How you can plan for 1961—Here is an outline of its risks and profit opportunities.

(5) The United Opinion (note opinion) of our Staff on the Outlook for 1961 is this:

Don't let recession talk at home or uncertainties abroad blind your eyes to the profit possibilities of the coming year. I know that many others in the investment advisory industry have been toning down their sales appeals over the past few years—and developing more of their sales approaches along institutional copy lines—or using general historical or factual copy—from which prospects may infer a depth of knowledge, extensive research facilities, experience, professional qualification, or long service to clients.

Does this more conservative copy approach cost you in terms of new business—I am sure that it does. But I want to be around selling an investment advisory service next year, and the year after that, and the year after that.

To conclude in the briefest possible fashion, let me return to the title of this piece—"Mail Selling to Emotional Buyers in a Regulated Industry"—and simply comment that all of us in the investment advisory industry—as well as those of you in other industries, both regulated and non-regulated, have got to take it easy in our mail selling techniques or we are going to get clobbered—either directly or by association—and not, I'm afraid, without justification. •

#### OVER 200 ATTEND PHILLY DM DAY

Over 200 enthusiastic direct mail producers and suppliers turned out to enjoy an informative and provocative program prepared for Direct Mail Day in Philadelphia on April 12th at the Ben Franklin Hotel.

The morning session was dominated by the now-famous and always welcome "sister" act of Joan Throckmorton (Sports Illustrated) and Sylvia Simmons (Young & Rubicam). They delivered an excellent presentation with color slides on exciting ways to use direct mail.

They were followed by Art Dietrich of Minneapolis-Honeywell Regulator Company who spoke on "Direct Mail—The Overlooked Advertising Medium."

The afternoon session featured four concurrent panels collectively titled "Circles of Information." Subjects covered were: Industrial Direct

Mail, Fund Raising, Mail Order Selling, and Mechanics of Direct Mail.

While the Misses Simmons and Throckmorton and Mr. Dietrich told the audience what was right with direct mail, the luncheon speaker—Charlotte Montgomery (columnist of *Good Housekeeping* magazine) gave her views on what was *wrong* with direct mail. Her talk—"Mail vs. Female"—delivered mostly off-the-cuff, generated the interest, if not the admiration, of many listeners.

Mrs. Montgomery's remarks were a composite of her own feelings, and the feelings of her readers, expressed to her through letters which she re-



Charlotte Montgomery and Louis Neibauer

ceives in great quantity from her followers. Irritating mail, or unwanted mail, she said, has become a cliché in her mail box, i.e., like other subjects, she knows she'll find at least one letter on the subject in every delivery. She read aloud one letter from an average housewife who complained about having "her" stencil bought and sold by concerns in which she had no interest, and looked upon this as an invasion of privacy.

Mailers, Mrs. Montgomery said, must find a way to make the housewife *want* to receive mail advertising which potentially is a strong sales tool when used the right way. To illustrate the attitude of her readers, she cited the weighty amount of direct mail which usually follows closely upon the birth of a child to the family. In complaining of this situation and others, Mrs. Montgomery said, the American housewife shows herself to be a knowledgeable buyer who cannot be talked down to in any type of advertising.

#### Ad Lib

Best laugh of the day: Chairman Louis Neibauer, giving credit to his assistants in preparing Direct Mail Day, mentioned the Jesse James Folding Box Company. The audience, unfamiliar with the firm, tittered, but this reporter guffawed when John Maxson of Curtis Publishing leaned over and delivered his idea for a perfect slogan for the company: "Our boxes hold up." •

MASS  
MAILINGS  
COST  
LESS

with  
Cupples-Hesse  
**KWIK-MAIL**  
envelopes

#### For less than a penny

Get your message printed, inserted, and sealed in an envelope ready for addressing. And it's all done quickly and simultaneously on a single machine developed by Cupples-Hesse.

#### KWIK-MAIL is ideal for mass mailings

When you need quantities of standard messages such as delinquent payment notices, special sale announcements, coupons, or thank you notes, KWIK-MAIL 6¾ size envelopes with 3¾ x 5¾ inserts will give you fast, economical, and effective action. You may address the envelope, or address the insert through an open panel window.

#### KWIK-MAIL meets all current and proposed postal laws

A recent post office ruling issued in January recommends that, effective January 1, 1963, all third class envelopes be sealed on all four sides to meet the requirements of automatic postal handling equipment. Cupples-Hesse had the foresight to engineer KWIK-MAIL envelopes so that they meet these new specifications and all existing postal requirements. Currently, KWIK-MAIL is available in the postage saver for third class or completely sealed for first class. This is only one example of long-range planning at Cupples-Hesse.

Call Your Local Representative  
Today For Information

Consult yellow pages under "Envelopes" or "Tags"



**Cupples-Hesse Company**  
Division of St. Regis Paper Company

St. Louis 15

4110 N. Kingshighway

Detroit 16

3635 Michigan Ave.

Des Moines 13

1657 E. Madison Ave.

**how much money**  
are you WASTING  
that these **My**  
machines will SAVE?

Cuts only  
**\$99<sup>95</sup>**  
plus tax.

**auto-opener**  
opens 400 envelopes/min.  
Pays for itself every 3 months! Pays  
you an hour a day in time saved plus  
another hour's worth of added produc-  
tive time.

**OPENING MAIL  
BY HAND?**

**FOLDING  
MAIL  
BY  
HAND?**

**auto-folder cv**  
Folds 100 pieces/min.  
Quickly pays for itself. Folds letters, bul-  
letins, promotional materials, price lists in  
1/10 a girl's time. Size: Up to 9" x 15 1/2".  
Auto-folder "Inventor" takes sheets to  
14" x 20". \$450 plus tax.

**CUTTING  
PAPER IN  
SMALL  
STACKS?**

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5 gift-finish tools in red  
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Write, wire, phone TODAY for samples  
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World's Foremost Producer of Small Die Castings  
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Phone: New Rochelle 3-8600

## MAY Direct Mail Days ... and Related Events

### 2 New York

New York City, all day at the Hotel Commodore, sponsored by MASA of New York. Registration: \$12.00.

Speakers. Alvin Buschel (Slant/Fin Radiator Company); Mort Elliot (Creative Promotions Inc.); Martin Weisman (RCA); Clinton Lewis (Muller, Jordan & Herrick); J. Edmund Collaton (St. Regis Paper Co.); Robert Higginbotham (McVicker & Higginbotham); Bill Atkinson (Glen of Michigan); John La Barbera (New York Stock Exchange); Robert Goshorn (American Home); Ben Becker (Hess, Inc.); Roy Koch (Text Films); and Art Schlosser (Monogram Art). These gentlemen will speak briefly during the morning "Dynamic Dozen" session.

James B. Briggs, Erwin Wasey, Ruthrauff & Ryan, will speak during luncheon.

The afternoon session will consist of four panels: Mail Order Selling moderated by Otto Meyer (Wall Street Journal); Business Promotion moderated by Gordon Smith (Sperry Rand); Retail Promotion moderated by Benjamin Natchez (Bulova Watch Co.); and Media Promotion moderated by Sheppard Kurnit (K.G.A.).

### 12 Dallas-Ft. Worth

Full day session at the Statler Hilton Hotel in Dallas. Registration (advance \$15.00) and at the door (\$18.00). Contact Bill Newman, 1015 North Hawkins Street, Dallas 4, Texas.

Speakers: Henry (Pete) Hoke Jr. (Reporter of Direct Mail Advertising).

Frank Schultz, Alamo, Texas.

Bernard Fixler (Creative Mailing Services).

Lewis Gordon (Grizzard Agency).

Paul Sampson (Sampson-Hill Corp.).

Marc Bron, Kansas City, Mo.

Bill Banks (Humble Oil & Refining).

## INSTANT COMPUTER

It had to happen sooner or later. A midget sized computer has been developed by Addressograph-Multi-graph Co., Cleveland 17, Ohio. Well, it's really not a computer, but A-M's new Data Punch is the next best thing.

Looking like a Univac before Vic Tanny's, the pint-sized business machine can be used wherever the origi-



nal record of a transaction is created. It can be used, according to the manufacturer, at sales counters, in trucks,

in front of a gas meter—almost anywhere because it can be held and operated in one hand.

Here's how it works. A tabulating card is inserted into the Data Punch. The area to be punched is selected by means of a field indexing gauge. Data to be punched and printed is entered and is visible on dials for quick visual verification. An operating lever is then depressed to complete a punched card document.

Cards prepared in this fashion can be fed directly into an automated data processing system without transcription or additional preparatory steps.

Conventional 80 or 51 column cards or multiple part card sets may be used.

Information available from the manufacturer.

## ANSWERS

### So You Think You Know Lists?

- American Museum of Natural History, 1958 expires (2.2)
- Marboro Books, 1956-9 buyers (1.8)
- + Dover Books buyers (5.0)
- + Science News Letter, 1958 expires (4.5)
- + Holt, high school science teachers (6.0)
- Leonard Radio, 1959 bookbuyers (2.1)
- Clark O'Neill physicians (1.8)
- + Simon & Schuster, Illustrated Library Natural Science Buyers (5.5)
- Nature Magazine, 1958 expires (2.0)
- + Simon & Schuster, World of Mathematics Buyers (3.7)
- + U. of Chicago, bookbuyers (3.3)
- + Book Find Club, 1958 expires (3.0)
- + Joint Directory, professors of social sciences & humanities (3.0)
- + Harper self-improvement book buyers (3.0)
- + Garfield Geniac buyers (7.9)
- + Radio Electronics subscribers (2.8)
- + Precision Optical, 1958 buyers (3.2)
- + Berkeley Enterprises, J-7 Scientific Offer buyers (3.4)
- + Macmillan Science Book buyers (3.7)
- Breck's 1957-58 gift buyers (1.0)
- Popular Electronics subscribers (1.9)
- Better Reading Program actives (1.8)
- Van Nostrand, 1958-59 scientific encyclopedia buyers (2.0)
- Thompson Math List (0.8)
- + Harper, 1959 bookbuyers, science, history current events (4.4)
- Prentice-Hall, self-improvement book buyers, 1956-57 (1.3)
- Prentice-Hall, electronics book buyers 1956-59 (2.1)
- American Research Council, your Investment buyers (2.3)
- Market Compilation Bureau, American Assn. University Women Members (1.0)
- Market Compilation Bureau, Amherst Alumni (1.2)

The 15 lists which tested out above the 2.5% break-even point provided the publisher with continuations of the offer to a total of 400,000 names.

Thanks to Ed Burnett Inc., list brokers at 156 Fifth Avenue, New York City, for supplying us with this information. •



## Is Blue for girls?


No sir. Blue is for boys. Pink is for girls. And get it right because mothers deeply care about this color distinction. Thus, from the cradle forward, color is an important and dominant element in our lives. Even in unromantic business.

Colors—HOWARD BOND colors—identify, instruct, get things done

whether used for business forms or other kinds of business printing. Too, HOWARD BOND in its twelve clean, clear colors, gives a satisfying two-color effect at the price of one color printing. To many aspects of your business, HOWARD BOND offers the moving, energized benefits that only color obtains.

So have your secretary locate your HOWARD distributor and ask for samples. Or, easier still, ask your printer to bring you a HOWARD BOND sample book. And remember, Blue is for boys.

ALL HOWARD PAPERS are quality controlled by *AccuRay*.

HOWARD PAPER MILLS, DIVISION OF  **St. Regis** PAPER COMPANY • URBANA, OHIO

# Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Mimeograph

Duplicator • Posting Ledger • Du-All

Printed on Maxwell Offset




Basis 80—Cambera Finish



## Discoveries in American Art

...on Maxwell Offset

Adolph Dehn, twice a Guggenheim Fellowship winner, brushes a crisp vignette of Spring in "Central Park". Mr. Dehn—teacher, lecturer, author—has exhibited in more than 20 one-man shows and all major national group shows, including the Whitney Annual and Carnegie Institute. His work hangs in more than 35 Museums throughout the world. May we simply point out that *your* color reproductions—on Maxwell Offset—can be just as fine?

HOWARD PAPER MILLS, INC. • Maxwell Paper Company • Subsidiary of  St. Regis • Franklin, Ohio  
PAPER COMPANY

## PLYMOUTH

DIVISION OF CHRYSLER MOTORS CORPORATION  
DETROIT 21, MICHIGAN



'Tis a Grand Day for the Murphys...

...all 250,000 of you. For this reason I thought you'd like to see this grand old Irish name in print...along with a brand new compact car -- the 1961 Valiant!

As you can see from the enclosed advance proof, Mrs. Murphy is no longer plagued with overhauls...an her new Valiant, that is. Saints be praised! Valiant's Unibody Construction has put a curse on rust and rattles. Its Torsion-Air ride 'tis soft as a colleen's smile. And Valiant's optional 3-speed automatic transmission has all the gumption of a leprechaun.

If you foresee "overhaul" problems with your present car, it will pay you to see your neighborhood Plymouth-Valiant dealer soon. And tell him Mrs. Murphy sent you.

*John C. Guenther*

John C. Guenther  
Director of Advertising  
Plymouth Division

\* He'll be pleased as Punch to show you any of the beautiful Plymouths or exciting Valiants shown in the enclosed Home Showroom Folder.

We did, legends! We crafted down on elegant overhauls when we built Valiant's Unibody construction. And there's a rugged "old" engine in Valiant that wouldn't know a wrench from a whitewash. Instead of overhauls and overhauls, it's over time and over hills with Valiant! Ask Mrs. Murphy, or any other Valiant owner. They'll tell you how well-built Valiant is; how quick, and how low-priced, too.

Part Irish and a wee bit Scotch, are you? See your Valiant dealer for the classic-looking compact that'll have you wearing--not paying--the green!

Who took the overhauls out of Mrs. Murphy's Valiant?



VALIANT...THE LOW PRICE COMPACT THAT LOOKS AND DRIVES LIKE TWICE THE PRICE.

Prepared by N. W. Axel & Son, Inc. Appearing in Life, Look, The Saturday Evening Post, Time and Reader's Digest.

## ST. PATRICK DRIVES A VALIANT

While March 17th was obviously a great day for the Hannigans and the O'Rourkes, it was even a greater day for the 250,000 Murphy families who live in the United States. To tie-in with space advertising that Plymouth-Valiant had placed in leading consumer magazines, Mail Advertising Corporation of America, 435 N. LaSalle St., Chicago 10, prepared a mailing which would be delivered to the 250,000 Murphy's right around St. Paddy's Day.

The space ad featured a full-color photo of a Valiant 1961 station

wagon (green, of course) with copy that led off—"Who Took the overhauls out of Mrs. Murphy's Valiant?" Copy explained that well-built Valiant needed little overhauling. Finished up with: "Part Irish and a wee bit Scotch, are you? See your Valiant dealer for the classic-looking compact that'll have you wearing—not paying—the green!"

A reprint of this ad was enclosed with the letter mailed out by MAC. At the top of the letter was a tipped on plastic shamrock. Text was printed offset in green ink.

Entire mailing originated from (where else?) Murphy, N. C. We understand that the whole mail promotion, from planning to in-the-mail took about 10 days.

MAC prospect cards with phone numbers went to Plymouth-Valiant dealers for local follow-up. While results aren't all in yet, we understand they've been excellent. We have it on reliable authority that at one Valiant dealer, 15 Murphy families showed up to see the Valiant, and 14 of them bought.

## RETAIL DIRECT MAIL

As everyone knows, retail direct mail has been rather spotty... especially among small retailers. The individual proprietor doesn't have time to work on direct mail and the jobs are usually too small to be profitable for professional counselors.

So it's good to find someone who is promoting direct mail ideas for the small retailer. Ben Ashell, P.O. Box 877, Inglewood, Calif., supplies syndicated editorial material to retail publications; and bulletin service to retail stores under the trade name "Fashion Topix." He recently sent us a copy of one of his bulletins devoted to direct mail... an 11-

page mimeographed exposition slanted to the small retailer. Although it's just one of a series of better selling ideas furnished to subscribers of his service... this particular bulletin titled, "Direct Mail—Direct Sale," can be obtained for \$1 a copy. Although the material is copyrighted, one small section is worth reprinting here:

"Another obstacle in using direct mail successfully is that retailers 'don't have the time' it requires. There is no question about it, the lack of time is often a greater handicap to retailers than the lack of capital. But look at it this way: Suppose an important women's organization in your area, with a membership of hundreds or perhaps thousands, were to ask you to make a personal appearance before all their women and tell them about your

service, your merchandise, your values. Would you find time to do it? You know you would! That is the kind of opportunity direct mail gives you! You get the opportunity to 'appear' before hundreds or thousands of prospective customers in your own trade area, and persuade them to shop in your store."

Visitors from another planet wishing to communicate with all the peoples of the earth in their own tongues would have to learn over a thousand different languages. Including extinct varieties, earth people speak or used to speak at least 3,710 different languages, according to a count announced recently by a linguistics expert. Dialects that only partly obscure understanding were not included, and variations of English accounted for only three of the 3,710 languages listed by the expert.

—From "The Safer Way," syndicated house magazine.

Memo to Direct Mail

Creators, Producers and Suppliers

## THIS AD APPEARS IN THE NEW MIDWEST SECTION OF THIS MAGAZINE

You may also advertise your ideas, your lists, your paper, your envelopes, your art, agency or letter-shop service in this section and reach only wonderfully progressive direct mail users in the Midwest States. If you tell users what you do, how you can advise, the great value of your service; and offer real help and information . . . you will get heart-warming results. Results? Yes . . . leads for salesmen and for your own prospect list, inquiry for more copy, a better impression among executives who will observe the 5,200 copies of this section. Send for rates and Media Data File to The Reporter of Direct Mail Advertising, 605 N. Michigan Avenue, Chicago 11, Illinois. DElaware 7-0120.

**SAVE 40% to 70%\***  
ON YOUR TYPESETTING COSTS

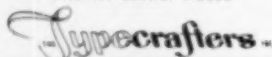


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**PROMPT SERVICE**

WHEREVER YOU ARE!  
22 W. Madison St. • Chicago 2  
PHONE: Central 6-8053



\*SEND FOR OUR FREE CATALOG!

### Looking For CREATIVE TALENT?

Refer to The Direct Mail Directory under Copywriters: Direct Mail Agencies on page

40

### WHO, ME?

The March issue of *Plastics World* featured the following Letter to the Editor under the subheading: "Crusade, Anyone?" Although this subject has been aired before, this letter bears reprinting here.

To the Editors:

Isn't it about time that someone led a crusade for the overhauling of manufacturers' mailing lists?

Manufacturers are sending out tons of direct mail from improperly maintained mailing lists. No one will deny that a properly maintained mailing list is a fine selling tool but that tool becomes blunted when no effort is made to correct and police the names on current lists. When a manufacturer leaves all the old names on his list, he loses the punch of his promotion. I have carefully sent in correct mailing lists to all of the materials people—but most of these merely add the new names I send and ignore the old names that should come off their lists.

Currently, I am getting four duplicate pieces of mail from one company. I've tried to set them straight but get no cooperation—the duplicates still come.

Sumner E. Tinkham  
Tech Art Plastics Co.  
Morristown, N. J.

Right about now, many of you are agreeing with Mr. Tinkham—and rightly so—for duplication is certainly a major problem for many, many mailers. At the same time, many of you are also reaffirming your firmly entrenched belief that the other fellow—and not you—is the one enmeshed in this unfortunate predicament.

Who, me? I clean my list every other day, and twice on Fridays.

Who, me? My list is so small there couldn't possibly be duplications.

Who, me? My names come straight from the salesmen. How could there be duplications?

The list of "Who, me?" could be enormous. The moral is, of course, that we always tend to attribute industry veils to the other fellow.

Stop and reflect. When was the last time you took a good hard look at your mailing room? When was the last time you took the time to really investigate the name recording/name deleting operation that may well be the life blood of your company. You, as a reader of this magazine, are "hep" (we hope) to the problems and some of the solutions, but probably your mail room staff isn't. Are they doing the job

you're paying them to do.

Notice—Mr. Tinkham is not talking about mail order lists, subscription lists, financial information lists—but manufacturers' mailing lists. There should be no reason for duplication on this list.

You still say the other fellow's doing it. Then why not do this? Through the mails, or through a salesman, "plant" ten fictitious names on the list. A month or two later, write in and ask that the names be removed from the list. If no more mailings are forthcoming, you'll know your staff is doing a job.

But if you continue to receive mail even after the request for removal, you'll know it isn't just the other fellow who's causing the problem. You'll know that minor, and perhaps major, changes are needed in your mailing room to keep your list updated and free from duplications and deadwood.

If and when you discover problems in your mail room, read Jerry Osherow's "When Was the Last Time You Threw Out a \$50,000 Customer" for tips on list procedure. The story appeared in the March 1961 issue. •

### ANOTHER CRACKPOT

Some fellow out in Los Angeles, Calif., is bedeviling the users of business reply permit mail. He has a mimeographed, 3" x 5" card which reads as follows: "Gentlemen: I never sent to you for any of your (blank line) and if so you never sent them, but if you did, I never received them. But if I did, I returned them to you, but if I didn't I won't. Respectfully."

Before inserting the card in the permit envelope, he writes on the blank line whatever item or service the advertiser is selling. But he does not sign his name. The owner of the permit and the recipient, of course, has to pay for getting this screwball message.

Guy Yolton of Nation's Business, 1615 H St., N.W., Washington 6, D.C., told us about this new outburst. Guy thought *Reporter* readers would get a kick out of it . . . because the crackpot has shown a little more clever imagination than just stuffing the permit envelope with garbage. •

Employees steal more than 4 million dollars a day. The theft of goods and materials runs seven times as great as theft of cash. Kickbacks, bribes, etc., all total 5 billion dollars annually. The brunt of the cost is borne by the consumer. The overall level of consumer prices could be reduced by as much as 15% if dishonesty and shady practices were eliminated.

WALLACE BEASLEY

## COFFEE BREAK WITH CUPS

Last month we ran a short item about the Ebco Company and their direct mail ads for their hot-and-cold water fountains. Their mailers (you may remember) each had an individual coffee packet stapled to the bottom of the mailer.

The Spencer Chemical Company, Dwight Building, Kansas City 5, Mo., has gone Ebco one better by mailing not only the coffee, but also the "cream", sugar, and the cup from which to drink it.



It all started when Spencer's Plastic Division developed a new polyethylene resin for use in paper coating. The coffee break idea came about when Spencer execs realized the material was the same as those used to line the insides of pouches of sugar and instant coffee. The manufacturers of these products would be likely customers for the new resins.

5000 customers and prospects received the coffee break. Cup and spoon were made of another Spencer plastic product. In addition, an eight-page, three color folder was included with the coffee break package.

The kits were put together by some of the girls who work at Spencer's plant, boxed in small corrugated cartons and mailed.

Initial reports indicate that the mailing was well received and Spencer says that it expects the mailing to have quite a long life since many of the cups are still seeing full-time use on daily coffee breaks.

Nurse came in to tell little Betty that she now had a little brother.

Betty replied, "Oh, it must have been our milkman."

"My goodness, whatever makes you say that?" asked the nurse.

"Well, it says on his cart, 'Families supplied.'"

## YOU CAN BURN THE CANDLE AT BOTH ENDS!

How? Let us show you! Through the use of our Scriptomatic procedures:

You can get more out of your mailing list . . .

At much lower costs!

If you have a list of 10,000 names or more, you must hear our story.

**ECONOMAIL, INC.** • 105 N. Laramie Ave. • Chicago 44, Ill.

**Columbus 1-5666 — Call us Collect!**

## CARPENTER HOLDS PAPER FORUM

The Carpenter Paper Co. of Grand Rapids, Michigan, will be holding a Paper Forum on May 2 and May 9 for all persons interested in the advertising and graphic arts industries. The first Forum date (April 25th) will be past by the time readers receive this issue. Both meetings will be held in The Ballroom, The Pantlind Hotel, Monroe at Pearl Street in Grand Rapids.

Five leading paper mills, and the DuPont Company, will present the essentials of effective use of printing papers on both these nights. The mill executives, according to Carpenter, were carefully selected for their experience and knowledge on paper, and for their ability to demonstrate how to be selecting the right paper for the right job. Categories, not brands, will be discussed.

On May 2nd, P. C. Evanoff (Mead Corporation) will discuss "Basic Differences Between Coated and Uncoated Book Papers." Maynard Gamber (also Mead Corporation) will talk about "Important Trends in Book Papers," and Paul Truttschel and E. Gerald Thiel (both of Appleton Coated Paper Co.) will discuss "The Proper Use of Colored Coated Paper."

On May 9th, Claude Kuizenga (Carpenter Paper Co.) will talk about "Paper Buying"; Robert B. Clark Jr. (Strathmore Paper Co.) will discuss "How To Make Printed Advertising Tick"; and Roy M. Barnes (DuPont) will speak on "The Creative Use of Color on Colored Paper."

Admission is free, but reservations are helpful. Write to Carpenter Paper Co. or phone Glendale 9-0121.

Freedom rests, and always will, on individual responsibility, individual integrity, individual effort, individual courage, and individual religious faith. It does not rest in Washington. It rests with you and me. —From Press Proofs.

+ + There IS a plus value when you do business with a professional, well equipped, modern 1-stop service like—REPASS LETTER SERVICE, INC., 29 S. Wabash, Chicago 3, Ill.—CE 6-4056 —(Special attention to mail order jobs.) + +

## STOP! ONE STOP!

All your Printing and Mailing needs completed in One Stop. We offer:

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All Mailing Service—from your ideas to the postoffice!

Write or Phone for  
**FREE CATALOG**

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320 N. Dearborn St.  
Chicago 10, Ill.  
Superior 7-1722



## COPYWRITING IS MY BUSINESS

- Prompt
- Powerful
- Professional

**MEL HOLDEN** AV 2-3367  
3421 N. Central Ave., Chicago 34, Ill.

It is a great art to know how to sell wind. —Gracian

## REPORT ON COLLEGE RECRUITING

The April issue of *Management Methods* features a very informative article on the pitfalls of college recruiting. Might be worth reading if you are now reviewing June graduates for job openings in your firm.

For example, the magazine says, "Don't expect every student to leap at a job offer. Figure on seeing thirty students, inviting six to the company, and offering jobs to three. One will accept."

On costs, some firms spend less than \$1,000 to hire a college senior

—considerably cheaper than other recruiting methods. Others may spend between \$3,000 and \$4,000 to hire each man.

On company literature: "Don't glamorize jobs. Update literature frequently and check it for accuracy. A one-page summary at the beginning will increase readership. How many students can read 80 brochures thoroughly?"

And what do students say about company brochures? "I don't want a lot of hogwash about the company. I want specific information about jobs, salaries, locations, opportuni-

ties, and company goals. Few brochures give you that."

All phases of college recruiting are covered in this excellent article—not only the magazine's suggestions of what to do and what not to do, but an informative look at recruiting and recruiters from the student's side of the desk.

*Management Methods* is located at 22 West Putnam Avenue, Greenwich, Connecticut. Price of a sample issue is 50¢.

## CONCERNING CRITICISM

Here is an interesting item from a recent issue of William Feather's famous monthly house magazine (9900 Clinton Road, Cleveland 9, Ohio):

A few months ago we wondered in these pages why the TV and radio stations do not evaluate and criticize the newspapers, thus doing the same job for the reading public that the newspapers now do for the listening and looking public.

Most newspapers publicize what's on the air, and indicate what's good and what's trash.

Russell Kane, TV-radio columnist for the Cleveland Plain Dealer, recently invited the local stations to comment on the newspapers.

He wrote:

"This lack of criticism . . . of newspapers on the part of TV-radio is not good. . . . It seems reasonable to argue that if newspapers can criticize the entertainment content of radio-TV, then radio-TV can criticize the news treatment in newspapers."

As a one-time newspaper man I have great affection for newspaperdom, but I think the business could stand criticism. We all need criticism: praise and rebuke. Even the comics need a more critical eye than the average editor gives them. Some of the columnists could do with a sharp word now and then.

Memo from this reporter to Bill Feather: It wasn't so long ago that Dave Garroway on the Today program severely criticized certain newspapers which had, in his opinion, distorted the news. And in our small way, this magazine has not been hesitant in slapping back at the newspaper editors and columnists who tell untruths about competitive forms of advertising. We think deserved criticism is a healthy thing in any business.

It isn't the sum you get, it's how much you can buy with it that's the important thing; and it's that that tells whether your wages are high in fact or only high in name.

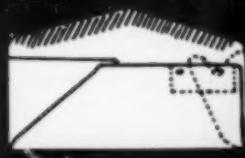
—Mark Twain

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for example:



**TU-HUK:**



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**GARDEN CITY ENVELOPE CO.**

3001 N. ROCKWELL ST. • CHICAGO 18, ILLINOIS • PHONE CORNELIA 7-3600



# Upgrading Letter Copy

by Paul Bringe

EILEEN CHARNEY of the Army Times Publishing Company sends this letter with a comment that the dignified letterhead and list of impressive supporters sets a tone not maintained by the letter itself.

Here are excerpts from Miss Charney's letter:

Then comes the letter, with the salutation, "Hi there!" It continues in an equally breezy vein, in the tone that one would take with a six year old child. I understand that the study of cycles is probably a complicated matter, but anyone who could conceivably be interested in the subject would be insulted by a letter such as this.

A few of the sentences that made me feel that this letter was written for children are "Well, you know that every 12 months the ice cream business is up—then down," "Do you know that there is a certain sort of bird that nests every 9.7 months?" and, "But it sure is good to know about!!!"

I agree with these comments and want to add a few more. The soft-sell approach in direct mail, particularly for a worth while service such as this, appeals to me. But there is a big difference between soft sell and no sell, and this is the no-sellingest letter I have seen in many a moon.

At one point the writer says the reports are interesting and helpful, an attempt at selling, no doubt. Few things offered today do not fit that description. At the end of the letter you are asked to become a member

and see for yourself. You are not told what you are going to see. You cannot know from this letter that the writer is trying to sell a magazine subscription at a special price of \$10 a year. This information can be gleaned, after considerable study, from the order card enclosed. You won't know it is a monthly magazine until you examine a small leaflet in the mailing where the fact is mentioned most casually.

Sales must come very easily for this organization to permit the luxury of such take-it-or-leave-it promotion. Still, this is one way of qualifying an audience. Anyone who subscribes after reading this letter must be a dyed in the wool cycle fan.

For an avowed capitalistic country we have too many people and groups who think enthusiastic and forthright selling is somehow indecent and suspect. Perhaps this is a reaction to some of the idiotic and even nauseating drivels paraded before us in expensive space and time. Maybe Gresham's law works in advertising too.

Some organizations believe their products or services are obviously

excellent and could only lose stature with even the mildest form of promotion. They might profit by re-examining the superb promotion carried on by Jesus Christ and observe the care with which He selected and trained his sales force. Without that kind of selling we might still be consulting the Delphic Oracle.

The rewrite, because of space limitations, is too short to do a thorough selling job. This subscription letter should talk about specific articles in the magazine, particularly those that successfully forecast well known cyclical movements. If there is any value in the study of cycles, and I do not doubt it, there must be plentiful evidence of this in past issues.

The technique of using a well known quotation as a lead for a sales letter borrows a leaf from the book of learning. We go from the known to the unknown by comparisons. To get over quickly to the reader the main idea of your product, link it to a similar idea in an area with which he is familiar. We are always ready to accept strangers when they are presented to us by good friends. •

AFTER

## BEFORE

FOUNDATION FOR THE STUDY OF CYCLES  
MEMBERSHIP CARD  
600 WEST END AVENUE - NEW YORK 25, N. Y.

Hi there!

As you know, "most everything goes up and down in cycles. The thing is to know where you are in the cycle so you can plan accordingly."

There are cycles in stock prices, in interest rates, in commodity prices, in general business, in real estate transfers, in construction, in production, in crops, in weather.

More particularly, there are cycles in the prices of each individual stock and each individual commodity, in each kind of business -- in fact in almost every kind of human activity. In every case it is interesting and helpful to know where you are in the cycle.

We study the cycles in various things and report upon our findings to our members and to the general public. People find our reports interesting and helpful.

During the past 12 months we have discussed the cycles in --

Stocks	Aluminum	Wage	Industrial Production
Utilities	Cotton	Pig Iron	Interest Rates
Unemployment	Wheat	Manufacturing	Construction
Wheat	Wool	Shipments	Automobiles
Wheat	Wool	Shipments	Automobiles
Wheat	Wool	Shipments	Automobiles

Now does it work? Well, you know that every 12 months the ice cream business is up -- then down. Big prices for example, before the same way, only they also have a 9.7 month cycle. And so on for all the other things we study.

The natural science figures we study are equally interesting, even if not so directly practical. Did you know that there is a certain sort of bird that nests every 9.7 months?

I would be giving you the wrong idea if I let you think that a knowledge of cycles would enable you to pin-point all the tops and all the bottoms. Even the 12-month seasonal cycle, by itself, won't tell you, except in a general way, the coldest day of next winter! But it sure is good to know about!!!

Why not become a member and see for yourself?

Very cordially yours,  
*Edward R. Day*  
Director

P.S. Do you want a copy of our projection of stock market cycles? If so, check the box.

There is a tide in the affairs of men,

which, taken at the flood, leads on to fortune.

When Shakespeare wrote those lines he was saying what men have known for thousands of years - there is rhythm in everything, especially in man's concerns.

If you know where you are in a cycle that affects your interests you have the opportunity to act for your own best interests. That is what the Foundation is all about.

We study cycles in many things affecting man's activities, your activities, and report to our members regularly in CYCLES magazine. Our intention is not to predict but rather to record past cyclic movements and examine how they may affect present activities. Our studies frequently show remarkable correlation between apparently unrelated movements.

In our report for the past 12 months, for example, we have discussed cycles in

(here list items from original letter)

There are few business men who will not benefit from a more detailed knowledge of cyclic movements. After you have an opportunity to read a year's reports of CYCLES we think you'll agree it helps you to call the turn a bit ahead of the crowd.

That is why we offer you an introductory rate of \$10 for a year's subscription to CYCLES, (regularly \$12.50) and include free of charge a projection of stock market cycles to the year 1990.

Your subscription is a trial subscription until you say O.K. If you are not pleased with the first issue, tell us and we will refund the full price. But you keep the first issue and the special stock market report as a token of our appreciation. Try it at our expense and you be the judge.

The upcoming issue of CYCLES carries two interesting studies bearing on present business conditions. Your subscription starts with this issue if you will fill out the enclosed card and mail at once. Time and tide waits for no man - so send the card now.

Sincerely,

You should  
have this

# STIMULATING FACTUAL PLASTIC BOUND BOOK

DESIGNED FOR PROGRESSIVE MANAGEMENT

Guarantee maximum results for your company  
by prestige "packaging" your literature

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POSITION.....  
COMPANY.....  
ADDRESS.....  
CITY.....ZONE.....STATE.....

GENERAL BINDING CORPORATION RDM-561  
1101 SKOKIE HWY. NORTHBROOK, ILL.

## CAPITALIZING ON A NAME

It's hard to visualize how a family name of "Crook" could be used to advantage in an advertising campaign. But two fellows with "Crook" in their family names are doing a fine promotion job. They operate an automotive service station, but they also handle wall and floor furnaces, circulators, gun type burners, water heaters, etc. They have incorporated as "Two Crooks, Inc., licensed to operate, P.O. Box 307, Parker, Fla." Their three-color letterhead even goes so far as to picture a tough-looking gunman on each side of the block featuring the company name.

The Crooks use plenty of direct mail to get customers. Here is a typical Crook letter ... this one was sent to the personnel stationed at Tyndall Air Force Base near Parker, Fla.:

Dear Mr. Hoke:

This letter brings you a gift from TWO CROOKS. The card enclosed entitles you to a free lubrication for your car with the World's Best Grease—Quaker State Golden Chassis. You won't even have any tax to pay.

We're presenting you this gift to introduce you to the quality service and products you'll find here at TWO CROOKS. Among other things, you'll see that we have in stock most all popular brands of motor oil and the same quality gasolines marketed by Panama City's largest Major Oil Co. We save you 2¢ or more on each gallon. We have a large stock of Goodyear tires, Gates fan belts, AP mufflers and tailpipes and most other popular automotive supplies. We have a real crackerjack mechanic on duty daily for most all automotive repairs such as brakes, carburetors, ignition and famous Bear wheel alignment.

Here's another real tangible bonus you'll find only at TWO CROOKS. Yes, S & H Green stamps with each purchase no matter how large or how small, from the lowest cost accessory to the largest repair job. (An S&H green stamp was attached opposite this paragraph.)

We'd like you to use your Free Lube card real soon so here's what we will do. We'll give you double the usual number of green stamps with each purchase made the day you come in and get your free lubrication provided this is before the date stamped on the card.

Sincerely,  
(Signed) Crook  
Crook Stewart, Jr.

For an HONEST DEAL  
just try TWO CROOKS •

Next time you tell your gas station operator to "fill 'er up," here's something you might keep in mind: The gasoline used by the "Spirit of St. Louis" in Charles A. Lindbergh's historic, non-stop flight to Paris was much lower in octane rating than the fuel your car consumes today. Matter of fact, it would be difficult to operate a modern-day automobile with the gas that got Lindy across the ocean. So, don't scoff at advertising of additives that give your car more git-up-and-go ... they really do just that!



# The Company Editor

a column on house publications  
by James McAdam

## Retort Cordial

A recent issue of the *Gallagher Report* had this to say: "Threat to Business Publications—About 10,000 company publications in U. S., twice as many as seven years ago. Majority are both internal and external. Real competition for business papers. For instance, Smith, Kline & French laboratories will start to publish its own monthly in March, with a controlled circulation of 100,000 doctors. The company will reduce its advertising budget to offset the initial cost of the publication, *Hurt*. These publications are bound to eat up some of the funds that would otherwise go to business publications. They also cut into reading time of executives and other readers of trade papers."

It's not surprising that an increasing per cent of the total advertising "pot" is going into company publications. But why? I would suggest it is going there because it should be there. Smith, Kline & French and other companies making this switch are not stupid. They have their reasons and I'm sure they are sound. But I disagree with Mr. Gallagher that this represents any great threat to business papers.

As much as I believe in the worth of company publications, I also believe in newspapers and general magazines and TV and radio and direct mail and, most certainly, *business papers*. Knowing advertisers will use each medium depending upon its fitness for the job. Cabinet makers don't argue about the relative merits of the saw and hammer. Each is useful for a specific job. The same is true of the tools of advertising. And there are enough different advertising jobs to be done to employ all the mediums—each doing what comes naturally and successfully.

The danger in Mr. Gallagher's statement is that it may lead the business paper people to get their logic on end, instigating a harangue against company publications rather than causing them to concentrate on securing the advertising *that should* be in business papers and is not appearing there now. The newspapers are waging such a campaign stem-

ming from the fear of direct mail. Many ad agencies, for different reasons, are discounting direct mail, too. As a result, the advertiser is being short changed because of these partisan views and being sold the wrong kind of exposure. This form of killing the goose that lays the golden egg does nothing to add professionalism to advertising.

Company publications may take some more money away from business publications, but only money that should be there. Company publications can never be a great "threat" to business papers because in certain areas they are just not as efficient. Rather than being negative—raising the fear of a threat—Mr. Gallagher should be making positive suggestions to help business papers reach their full potential, to help advertisers make wise decisions, to recognize the areas in which business paper advertising should be expanded for the benefit of all. Mr. Gallagher's statement is fuel that just might start another silly media fuel. And advertising can do without such squabbles.

## Help Wanted

One reader writes about his struggles to make a silk purse out of a sow's ear: "Our paper is strictly a 'one man' affair. To get other people in the organization to participate is a problem, including the management. They all want the paper but no one wishes to put forth any real effort to help."

Now, I know starting a company publication on a shoe string without much moral support is probably a good few years behind most of you. Nevertheless, it is a pressing problem for the new editor. And since you've probably gone through the experience, how about some ideas to help this editor. Write me c/o *The Reporter*.

## Commentary

Professor Albert J. Sullivan of Boston University's School of Public Relations and Communications writes: "Most internal company publications are one-way affairs, from management down. They don't contain enough feed-back up. Thus they are

more indoctrinatory than communicative."

Edwin H. Roper, advertising manager of The Benton Manufacturing Co., Inc., Aurora, Illinois, writes: "The ideal approach for a company publication (external, we presume) is the 'entertaining soft sell.' And this is the main reason industrial editing is such a tough job. Youngsters may write thrilling themes in school, or they may draw pretty pictures, but it takes real talent to blend these abilities with selling."

And in regard to the views of H. J. Higdon, editor of the *Phoenix Flame*, which appeared in this column: "I was glad to have Higdon uphold copy, since I have fought different views in my time. I have seen any number of company publications go down the drain simply because this basic fact was subjugated to flashy layout, dramatic pictures, cute treatment in general, names-make-news, etc. But readers are not fooled by such floss—they want ideas, facts, opinions."

## Colorful Copy

Enjoyed this piece of copy by John Dillon in the *News Letter From Europe*, company publication of Dillon-Agnew Associates, Inc., creators of international direct mail advertisers:

Notes from a medieval square—Sitting at an outdoor table in the clear Italian sun—a chilled Cinzano at elbow—in the heart of medieval Verona, the Piazza dei Signori . . . tiny but perfect . . . flights of pigeons highlight the warm stones of palaces dating from 1193. In the center of the square a golden-gray statue of Dante, a guest of Verona after his exile from Florence . . . on Dante's outstretched hand a dove ruffles its feathers.

"There goes the balloon man, holding his rainbow on strings . . . children play on the sun-soaked flagstones of the piazza . . . the wise old Italian pigeons stay just inches away from baby hands. Here comes a pair of gesticulating friends . . . Two Gentlemen of Verona?"

"A few steps around an ancient corner . . . the legendary house of

EVERY STYLE  
in our Film Lettering Library  
STILL ONLY  
**50¢**  
A WORD  
Order by name from  
specimen book sent  
on receipt of 25¢.  
Mailings thruout USA  
FLEXO-LETTERING CO., INC.  
305 E. 46 ST. • N. Y. 17 • PL 3-5843

### IS ANYBODY LISTENING?

If you are old enough to remember that radio byline you are old enough to appreciate "Direct Mail Briefs From Bringe." It's a monthly newsletter many people find interesting and useful.

If you don't mind an occasional mild commercial, you'll enjoy four minutes of chatter with an idea here and there that you can use. Costs nothing. Write today.

PAUL J. BRINGE, INC.  
219 E. MICHIGAN STREET  
MILWAUKEE 2, WISCONSIN

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plus round-the-  
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160 Eileen Way, Syosset, L. I., WA 1-6930  
N.Y. Office: 10 East 39th St., MU 3-1893

Juliet with its wrought-iron balcony high above the quiet street . . . looking up at it, on a moon-lit summer night, you discover that there's more poetry in the world than you remembered . . .

"From a velvet shadow in the sunny square Dante's dove takes wing . . . a flick of silver against a warm red tower . . . two white robed friars pass with a slap of sandals on stone . . . it's time for lunch . . . if there's the energy to move . . ."

### Reflections

Month after month, for twenty-two years, the E. F. Schmidt Company of Milwaukee has mailed their external company publication called *Reflections*. And month after month, salesmen for the company return to the home office to report that the welcome given to *Reflections* by readers was given by the same readers to them. *Reflections* opens doors wide and invitingly.

*Reflections* is a little eight-page, 3 3/8" by 8 1/2" booklet. It's imaginative, modern, clean, uncluttered—in short "smart" looking. The copy is apt to throw the first-time reader, though. For the E. F. Schmidt Company are printers, and *Reflections* has little to say about printing. It's usually discoursing interestingly about such diverse subjects as the Head Ski Company, horse-racing, Frank Lloyd Wright, Moby Dick, John Paul Jones and any other subject that happens to catch the fancy of its editor Joe Schoeninger.

Most companies just can't "get" with the idea of spending money to produce a company publication that isn't full to the brim with sales copy. So I thought you would be interested in the reasoning behind the editorial policy of *Reflections*.

The E. F. Schmidt Company was founded by E. F. Schmidt (now chairman of the board) back in 1923. Mr. Schmidt's idea then, as now, was to build a printing establishment that did quality work. In addition, however, he also had the refreshing idea—refreshing for its time—that a printer should not just be a craftsman supplying printed impressions, but also an "artsman" providing clients with advertising ideas and the artistic talent to completely execute those ideas.

Naturally, Mr. Schmidt had the problem of demonstrating to customers that his organization was different, was creative, and what better way to do this than to create his own company publication, particularly a publication whose appearance and wide ranging editorial content

was a vivid demonstration of creativity. Thus the first issue of *Reflections*, mailed in April of 1939, explained that "in this booklet we hope to create pleasure, relaxation, fun, rather than strictly business . . . We shall try to make this booklet a true reflection of our combined personality rather than a record of our aspirations and accomplishments." What the editor did not say was that month after month, for twenty-two years, *Reflections* was to be a constant reminder to customers and prospects that the personnel of E. F. Schmidt were more than printers. *Reflections* was proof. The planning, the writing, the design, the finished art, the plates, paper selection, reproduction—all of these steps were accomplished within the company by professional company personnel available to do the same type of creative work for the readers of *Reflections*.

Long before the word "image" became so popular, *Reflections* was creating an image for the E. F. Schmidt Company, a fine image. For not only has *Reflections* gained critical acclaim (it won a Direct Mail Advertising Association award in 1960) more importantly, it has been welcomed by readers and gently nudged them into calling the E. F. Schmidt Company of Milwaukee when they needed creative printing of quality.

The more fine and successful external company publications I get to know about, the more I'm impressed by the fact these pieces have something in common: They all have something more to say to readers than simply shop talk. Most companies producing, or about to produce such a publication would do well to tack this thought, from the first issue of *Reflections*, up on the wall: "We shall try to make this booklet a true reflection of our combined personality rather than a record of our aspirations and accomplishments." Agree? •

When a Russian worker left his factory at the end of the day pushing a wheelbarrow full of straw, a guard halted him and carefully examined the straw, but found nothing. Each day the performance was repeated, and each day the guard found nothing, no matter how carefully he searched.

After a month of this, the guard said to the worker: "Look, I'm about to be transferred to the Ukraine; so you can talk freely to me. I give you my word that I won't tell. But I'm curious—what are you stealing?"

Whereupon the worker confessed: "I'm stealing wheelbarrows!"  
—From *Service and Indemnity*, h.m. of the Canadian Fire Insurance Co.

# Reed-able Copy

a monthly clinic  
conducted by Orville Reed



YOU MAY NOT BELIEVE your eyes as you see the milk of human kindness ooze from the type that follows.

For this one issue I've put on my rose colored glasses. I'm the male version of Pollyanna, dripping treacle—all sweetness and light.

I realize I'm going exactly contrary to what George Bernard Shaw wrote: "No one ever listens to anything one says unless he says it irritatingly."

In past efforts to help upgrade direct mail I have pointed the finger of scorn at lapses, errors in judgment, untrue copy, over-stated benefits, and many of the ills which beset this business of ours.

In doing so I know I've been guilty of a tendency to carp, although it has always been my policy to follow a criticism with suggestions for correction. This is what is known as constructive criticism.

Perhaps the same result can be had by pointing the finger of praise at the good in direct mail, hoping other practitioners will gain from it.

So in the spirit of sweetness and light I have chosen for my sermon direct mail which should be emulated.

A few days after this issue of The Reporter lands on readers' desks, I'll know whether or not GBS is right. And whether or not I can return to normal in my next month's reviews.

Here's a postal card that comes with the imprint of a local hardware store but was produced by Scott's, the grass seed people of Marysville, Ohio.

The heading is a perfect example of empathy:

NOW THERE'S A CURE FOR CRABGRASS

What groomer, sprinkler, or mower of a lawn hasn't found crabgrass the bane of his gardening existence. The copy proceeds:

Crabgrass has frayed more tempers and ruined more lawns than any other lawn problem in history. (Reader says to himself, "I'll say!") Yet crabgrass can be

cured. "Oh? How?" says the lawn-tender to himself. Not by back-breaking labor, but by a single, pre-season application of amazing HALTS. HALTS was developed by Scott's research to kill crabgrass as it sprouts—that makes sense; get it early before it smothers out the grass, says the prospect to himself—without damage to good grass. In fact, HALTS is so compatible with grass, you can actually seed the same day! M-m-m, think I'll try that. Sounds good. (The italics are mine.)

Every word of the copy says something of interest to the crabgrass battler.

A nice touch on the address side of this card. Promoting the grass seed spreader. Light handling. Tells an effective story in 15 words: "No need to weigh materials or measure areas. Set dial. Fill hopper. Take a walk." Sound easy? Sure does. Nice touch, that "Take a walk."

Good, sensible, effective direct mail copy. Talks wonderful sense. Yet it is calm—nothing is overstated. The urgency to buy is not left to the cliché words "Act now," or "Buy today," or "Better get some while supply lasts." Nothing "clever" here unless you call good, sound selling clever. And I do.

The illustration is simplicity itself. Shows a young boy pouring a sackful of HALTS into a Scott spreader with a nice-looking girl watching. Puts "people" into the picture.

Oh, yes, there's a special offer here, too. But it isn't in large type or in red. It's set in the regular body type and separated from the general copy with a couple lines. It reads, "Save \$5.00! Scotts Spreader (\$16.95) plus HALTS (\$9.95), both only \$21.90."

Whoever wrote this Scott's postal card knew what he was about. Also he probably spent as much time and effort on copy for a lowly postcard as he would spend on a full page for Life magazine.

## Tongue-in-Cheek, University Style

Universities are supposed to be ultra-dignified and somewhat forbidding in their written communications.

But there are exceptions to every rule, as witness this piece of copy from direct mail sent out by the Bureau of Industrial Relations, Univer-

sity of Michigan's School of Business Administration, beating the drum for its advanced Personnel Course.

BEWARE. It might cost you your job to enroll in the Bureau's Advanced Personnel Course. One member of last year's course not only lost his own job, but cost the boss his job, too, when he moved into the boss' spot.

If you're prepared to take this risk, you'll be glad to know that the Bureau is again offering its two-week course in advanced professional development for personnel officers.

So at last the halls of dignified communication give out with whimsy.

## The Happy Medium

Compared to other forms of printed communications, direct mail is pleasant reading.

Amidst the welter of student rioting in Florida, news of the cantankerous Congo, Laos liberation, murders, divorce, international bickering, conflict, and man's inhumanity to man, direct mail (in fact, all advertising) is cheering.

Some mail may be slightly depressive when it reminds us of our infirmities or our thwarted ambitions and inadequacy. But if read through, one can see the pot of gold at the end of the rainbow, failure turning to success. It is essentially cheerful, holds out heaps of hope, has a happy ending.

Most direct mail is based on the fulfillment of a dream or a promise, or points out the golden road to personal advancement, beauty, success, comfort, status, security, leisure, and most of the things we humans long for.

More and more direct mail copy is being written in a light vein. As witness the lead of a letter written to get people to subscribe to Fortune.

Money has caused almost as much trouble in this world as women.

Some men worship it, some vilify it. Some beg, some borrow, some steal it. A few inherit money, others marry it. The majority work for it. We all spend it. So most of us would like to have more of it.

—and this letter from Fortune contains a few suggestions on how to go about it.

Some direct mail offers a reader a welcome change of pace. Rather than

**23,000 HIGH SCHOOLS —**  
Names and addresses on addressograph plates.  
Available for addressing your direct-mail  
promotions.  
For complete details, write, wire or phone. . .  
**SPECIAL CORRESPONDENTS, INC.**  
230 East Ohio Street  
Chicago 11, Illinois DElaware 7-1065

**KNOCK ON ANY DOOR**  
RESULTS WILL AMAZE YOU!  
Customers will want to write you to get the  
other beautiful Gold Door Knockers CUFF  
LINK! For sales promotions, special events,  
conventions, etc. When you read NEW BUSI-  
NESS has THIS IS IT! FREE SAMPLE!  
**MARVIC ADV. CORP.**  
561 MANHATTAN AVE., BROOKLYN 22, N.Y.

**GIMMICK MAILINGS**  
LIVE FLOWERS  
PLANTS • SEEDS • BULBS  
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HQ: 305 7th Ave., N.Y. 1, N.Y. • ON 5-6500  
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Direct Mail and Mail Order  
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• that makes SENSE  
• that makes SALES  
• that makes BUYERS want  
to do business with you  
Write me about your plans  
or problems  
All details handled by mail  
**ORVILLE E. REED**  
HOWELL, MICHIGAN  
Winner of two DMAA Best of Industry  
Awards . . . Dartnell Gold Medal . . .  
Editor of IMP, "The world's smallest  
house organ"

**1000  
SALES IDEAS  
ONLY \$10**  
Successful ideas from  
successful companies on  
**SALES, MERCHANDISING,  
ADVERTISING, PROMOTION!**  
Each month, for a year, you receive  
Briefed with its 100 or more sales-  
tested, profitable experiences . . .  
showing results produced . . . as re-  
ported in the nation's leading business  
and trade publications. Adapt them to  
your own profitable use. Worth many  
times the \$10 you send!  
**briefed**  
FOR THE BUSY EXECUTIVE  
400 Madison Ave. (Dept. R) N. Y. 17, N. Y.

make wild claims of being the best,  
or the most efficient, Cupples-Hesse  
Company, in its monthly mailer *The  
Cornercard*, uses a saying "I'd  
gladly admit my faults if I had any."  
And on the other side of the card  
this copy:

NOBODY'S PERFECT. Not even us . . . but  
we strive for just one thing—perfection.  
No, we aren't going to reach the goal, ever,  
but we'll get closer all the time.

We try constantly to give you better  
products and better service than we've ever  
done, and in that respect we succeed.  
We're better than we were last year, last  
month, yesterday.

Pleasant. Calm. Admitting imper-  
fection makes the remainder of the  
copy believable.

A nice touch on a folder sent out  
by LAUGH BOOK magazine to get a  
renewal of a subscription which has  
expired. On the back of the folder is  
this copy:

#### POSTMAN:

This is a very special message for an old  
friend of ours. Please exert every effort to  
make sure that it is delivered. We both  
will thank you for your attention.

Yes, direct mail can be the happy  
medium, get over its point con-  
vincingly by showing a sense of hu-  
mor and by understatement.

#### Speaking of the Light Touch . . .

. . . and the calm approach, my  
friend, Barrington Bree, Direct Mail  
Consultant in London, England, has  
written a letter, part of which de-  
serves quoting here:

Have you ever thought that the post-  
man is the only public servant you can  
employ businesswise? You can't (thank  
God, in this country) hire a policeman,  
'buy' a judge, payroll an excise officer nor  
command the services of a coroner.

But you are permitted to employ Her  
Majesty's postmen—singly or in battalions,  
wherever and whenever you wish, without  
retaining fee or prior notice. And here's  
a fantastic thing . . .

THE POSTMAN WILL RUN YOUR ERRANDS  
FOR A MERE 3d A TIME!

Are you, in fact, using every facility  
the Postal Service affords for promoting  
sales, cultivating trade, increasing busi-  
ness, finessing competition, cementing cus-  
tomer-relations and projecting your firm's  
"image"?

Yes, for when you think of Direct Mail  
or Postal Advertising don't think only of  
straight sales-communications. Consider,  
too, the business-expansion potentialities  
of well-planned, suavely written and im-  
peccably produced letters.

I write a number of soft sell and  
business diplomacy letters for clients who  
believe, with me, that business blooms in  
a climate of friendly and trustful buyer/  
seller relationships. •

### Mailing List of WRITERS

50,000 authors. Constantly cleaned. \$16.50  
per M. Get more details from your broker,  
or from Vantage Press Inc., 120 W. 31st  
St., New York 1, N. Y., PE 6-1767.



#### SALES LETTERS, la femme!

If your market is women (and  
whose isn't?) it's more persuasive  
to have a lady write them. Soft  
sell, hard sell, middle-of-the-road  
sell. Repro & Mailing Service, too  
**LUISE STORZ and Staff**  
22 West Madison Street  
Chicago 2, Illinois

**ADS DESIGNED**  
Up to 3 inches  
35. No Extras  
Includes: layout,  
Copy, Artwork  
& Engraving-  
**\$35.00**  
Total Cost  
**CREATIVE ADS, BOX 8480, PGH. 20, PA.**

#### If you MAIL to EUROPE . . .

Consider the economy of having your  
printing and mailing done on the Con-  
tinent. Newsweek, Reader's Digest and  
the New York Times have discovered  
the advantage.  
Write for information—no obligation.

Willemsparkweg 112  
**DeMutator N. V.** Amsterdam, Holland

#### • DON'T TAKE MY NAME • OFF YOUR LIST

• Ever hear of prospects and customers who offer  
• to pay for the direct mail advertising you  
• send them? Time after time clients who use  
• the motto direct mail campaign tell us those  
• on their lists do just that. And strangers not  
• on the list offer to pay to go on it. This is  
• just one of the unusual features of the monthly  
• motto mailings. When people clamor for your  
• motto mailings they become customers faster.  
• Ask for details on your business letterhead.

LET'S HAVE  
**BETTER MOTTOES ASSOCIATION**  
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grouch around all day. No sense  
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pany's direct mail.

What's an INSTRODMAUTGAO-  
MHRIFCTC? It's a he or a she,  
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quently can be found muttering: "I  
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Silly, no? No . . . not so. Silly to be  
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Tell us to sign you up. We'll bill you  
\$6 for one year and start your first  
copy pronto.

Incidentally, two subscriptions can  
be had for \$10; three for \$12.



## Postal Roundup

HOPE YOU SAW article on page 14, April 2 issue of The New York Times Sunday Magazine . . . titled "Mr. Day Goes To Washington" . . . written by the new Postmaster General J. Edward Day himself. (Incidentally, even the great New York Times can be plagued with typos. Caption under Day's picture named him J. Clarence Day.) Article proves . . . Mr. Day is not a stuffed shirt; has a delightful sense of humor; and won't be swayed by soft soap or phony arguments. His down-to-earth approach should percolate through the entire department. He told employees recently: "We seek to cut down on over-long letters, over-long memos, over-long conferences, over-long chains of command, even over-long lunch hours."

The PMG has already started to cut out the frills; no expensive publicity department; publicity movies are banned; \$4½ million experiment of "bouncing facsimile letters off the moon" has been scrapped; no more outside consultants. The POD will continue experiments with new equipment, but will not be interested in gadgets and gimmicks for their own sake.

Other news . . . not so good. Administration's Budget Bureau is insisting on Summerfield's rate increases to wipe out so-called "deficit." You students of postal affairs should get the 369-page transcript, "Hearings Before the Subcommittee of the Committee on Appropriations, House of Representatives, Eighty-Seventh Congress (Post Office Department)." Parts of transcript make depressing reading. Two Congressmen (Passman of Louisiana and Pillion of New York) in questioning Post Office officials referred to third-class depreciatingly as "junk mail." Mr. Day and his assistants handled themselves in competent fashion . . . even tried to avoid criticizing Mr. Summerfield's extravagances. But the witnesses couldn't help revealing the enormous waste of money on the controversial Gateway and Turnkey automation projects.

Disregarding all the testimony

about public service costs . . . committee finally voted approval of an appropriation which included *not one red cent* for public services . . . in spite of the Postal Policy Act of 1958, which specified that the cost of public services should be paid back to the Post Office out of general Treasury funds, and that commercial rates should then be fixed to cover all other commercial costs.

To get picture straight . . . remember that Post Office cannot spend the money it collects for postage. That money is turned over to the Treasury Department. The Treasury then pays all Post Office bills and salaries on budget fixed by the Congress.

So present situation is: The House Appropriations Committee has disregarded a law passed by the 1958 Congress. It is telling the Post Office officials in effect that they will have to collect enough in postage to cover all costs, including bird watching, free rent for other departments, registering aliens, and what not. Hell of a way to run a railroad, or a post office. No self-respecting railroad could operate with a third or half its customers riding free, or at less than cost rates. Perhaps the situation will change when the argument reaches the Senate.

\* \* \*

SOME PEOPLE don't know . . . but if you want to prepay a self-addressed return envelope and if you have a Postage Meter . . . you can put a meter imprint on envelope. Post offices in other cities will honor. But Postal Bulletin of March 9 reminded all installations that all such prepaid metered mail must be canceled from city of final dispatch in upper right-hand corner, so that those using this system can know date of reply.

\* \* \*

IF INTERESTED in mail between United States and Canada, better get latest schedule of rates settled by mutual agreement. Some rates, such as for books and advertising circulars, are actually lower. But rates for newspapers and magazines have been increased. •

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Fredrick Messner

### Committee Strives To Help Colleges Teach Direct Mail

NEW YORK—Under the chairmanship of Fred Messner, of G. M. Basford Co., the DMAA Education Committee has opened an intensive campaign aimed at bringing direct mail into sharp focus in the nation's schools and colleges.

Divided into ten areas of operation, the program includes a questionnaire survey that has been sent to all colleges known to have advertising courses. On the basis of returns from this survey, the committee is planning to develop a package of teaching aids for dissemination among the instructors.

A processed newsletter has already been issued. Its first issue, outlining ways in which the committee hopes to help educators, was distributed

(Continued on facing page)

### Business Mail Foundation Launches Extensive Program Aimed At Building Medium's Image

NEW YORK—"To build a favorable image of business mail in the minds of the opinion-leaders of this country and, through them, the public in general."

That is the stated basic aim of an extensive program of action adopted last month by the Board of Directors of the Business Mail Foundation.

Drawn up by Max F. Schmitt, executive director, the program also specifies three related, supporting goals:

1. To give business mail a connotation of importance, acceptability and quality;
2. To strengthen business mail's ties with the people who are responsible for the operation of our postal system . . . ;
3. To get more business firms and other types of organizations that have a stake in business mail . . . to support the BMF program.

Included in the program's major projects is the development of a deluxe brochure, highlighted with

Edited by the staff of DMAA



Direct Mail Advertising Association  
230 Park Ave., New York 17, N. Y.  
MUrray Hill 9-4977

## NEWS

Earle A. Buckley *Chairman of the Board* Robert F. DeLay *President*

### Association Adopts Broad Program Drawn Up by Postal Affairs Unit

WASHINGTON—An 11-point "legislative program for the '60's" has been adopted by the DMAA Board of Governors.

Drawn up by the association's Postal Affairs Committee, under the chairmanship of T. V. Bihler, The Journal of Commerce, New York, the platform is based on the premise that "DMAA should operate in the legislative area only as a part of an over-all public relations program to

represent all mail interests, to act as an information center, and to disseminate such postal information as may be helpful to its membership."

A copy of the complete statement is available to any DMAA member requesting it from national headquarters, but a condensation of its major points follows:

1. We urge full adherence to Title I of Public Law 85-426. We support and advocate the interpretation of this Act, repeatedly stated by both the majority and minority leaders of the Senate Post Office Committee. Adherence to this Act would assure the fulfillment of the first two points pledged in the Postal Service Plank of the Platform of the present Administration, namely:

- a. Restore the principle that the postal service is a public service.
- b. Separate the public service costs from those to be borne by the users of the mail.

2. We must vigorously and unrelentingly oppose any increase in postal rates until there is adherence to the Postal Policy Act. Without it there is no equitable basis for setting a new rate.

3. We continue our support of Title III of the 1958 Act, establishing a Postal Modernization Fund.

4. Although ultimately the Congress must decide what can and cannot be mailed, we urge the exercise of patience and mutual understanding on the part of users and postal authorities to achieve reasonable and acceptable standards and to help resolve the conflict between creativity and standardization.

5. We would emphasize and support the development of a transportation program that will provide flexibility and coordination in meeting present needs and future demands.

6. Fourth-class rate making (including Parcel Post) should be returned to Congress where it properly belongs.

7. As an association, we approve of policies that enable the postal worker to realize the fullest satisfaction in the performance of his tasks. Modernization may modify his work but it must not detract from his pride and joy of accomplishment. When necessary he must be retrained to take in stride the technological changes in the Service.

8. We fully appreciate the Post Office Department's cooperative spirit evidenced in urging zoning as a voluntary action. We believe a more rapid acceptance of

(Continued on facing page)

### Committee Distributes New Booklet About R&D

NEW YORK—To interest American business firms in joining the roster of subscribers to the DMAA Research and Development Fund, the association's committee in that area has produced and distributed a booklet describing the fund's purposes.

The committee is headed by Giles McCollum, the Reuben H. Donnelley

(Continued on facing page)

important facts about business mail and demonstrating its importance to the economy in general. This would be distributed to a special list of opinion leaders.

In cooperation with Kiwanis Clubs throughout the country, BMF is also planning a precedent setting "postmaster (or postmistress) of the year" award. State winners would be chosen, each of whom would receive a plaque, and a national winner would then be selected from among the 50 State leaders.

Other parts of the program call for a series of industry booklets, showing the importance of direct mail to each such area of business, and a detailed 28-point publicity schedule.

In addition to those outlined above, the BMF program lists some twenty other projects to be under-

(Continued on facing page)

## Association Adopts Policy Statement On Postal Affairs

(Continued from facing page)  
zoning on the part of mailers is in order and should be expected by postal officials.

9. We . . . urge the earliest fulfillment of Point 4 in the Postal Service Plank previously referred to, to "establish a long-range program for research and capital improvements compatible with the highest standards of business efficiency.

10. We recommend that the impact study made by the Bureau of Census in 1959 be brought up-to-date at intervals of every two years.

11. We should encourage special studies as needed to appraise and evaluate the various operations of the postal service and we should work with postal authorities for its constant improvement.

Working with Mr. Bihler on the Postal Affairs Committee are:

S. Arthur Dembner, Newsweek, New York, Arthur O. Dietrich, Minneapolis-Honeywell Regulator Co., Philadelphia, and Charles E. Corcoran, Equitable Life Assurance Society, New York.

## Mail Foundation Outlines Program

(Continued from facing page)  
taken from time to time in the future.

These will include such operations as the preparation of a monthly newsletter, meetings with directors of other organizations in the industry, distributing films for sales and advertising club programs, submitting case histories to business administration schools, organizing tours through mailing plants for women's clubs and similar groups, etc.

## Now It's Big Ben That Always Rings Twice, As Convention Invitation Arrives Seaborne

LONDON— of you think the postman's ring sounds something like Big Ben one morning this month . . . well, that's only because it does!

Following up its unusual series of promotion pieces for its 44th Annual Convention, DMAA during May will mail a letter to members and prospects from this center of the British Commonwealth.

It all came about because Angelo Venezian, chairman of the Convention Steering Committee, had to spend some time here in connection with his responsibilities as a vice president of McGraw-Hill Publishing Co.

Taking advantage of this opportunity to do something a little different, DMAA ran off a set of address galleys, shipped them air express across the ocean . . . and the rest was handled by a local mailing house.

The Venezian London letter came hard on the heels of an invitation mailed two months ago by Mayor Robert F. Wagner of New York and

## Calendar of Events

### MAY

- 2 New York, N. Y.—Direct Mail Day.
- 12 Dallas-Fort Worth — Direct Mail Day.

### JUNE

- 1 Washington, D.C.—Direct Mail Day.

### AUGUST

- 1 New York, N. Y.—Closing date for '61 Award Winners entries.

### OCTOBER

- 10-13 New York, N. Y.—44th Annual DMAA Convention, Statler-Hilton Hotel.

## Committee Distributes New Booklet About R & D

(Continued from facing page)

Corp., Chicago, and includes in its membership DMAA Treasurer Bernard Fixler, Creative Mailing Service, Freeport, N. Y., and Clifford R. Schaible, the Mead Co., Dayton, O.

Explaining that contributions to the R&D fund are used exclusively for research, education, direct mail ethics and public policy, the publication then devotes its remaining pages to a discussion of each of those four areas of operation.

It carries a complete reprint of DMAA's Standards of Practice and a three-page listing of a representative group of current supporters of the fund.

Printing of the booklet is a contributed service of the St. John Associates, Inc., while its spiral binding was furnished by Brewer-Cantelmo Co., Inc.

## Committee Strives To Help Colleges Teach Direct Mail

(Continued from facing page)  
in March. A second will go out to faculty members this month, to be followed by still another issue to arrive just prior to the end of the current semester.

Six professors, in colleges reaching from Connecticut to California, have already accepted invitations to serve on a proposed 10-man Educators' Advisory Council. The function of this group will be to advise the DMAA unit as to its reactions toward materials that will be prepared for classroom use.

Prominent also in the committee's plans is the development of specific course outlines, a project currently being worked on by Claude Bolser of the College of the City of New York. The first of these is expected to be ready later this month.

Copy and rough dummy have already been prepared and submitted for committee approval on a projected careers booklet which will tell students about the direct mail field and its opportunities for them.

Tentative plans call also for the running of a two-day Direct Mail Institute, possibly to be convened in September.

Other sections of the committee's program include the possibility of an awards program for college students, a speakers' bureau and a full-fledged publicity program. In addition to Mr. Messner, members of the Education Committee who have attended recent meetings and have worked on the development of this program include:

Peter Fisher, managing editor, *The Reporter of Direct Mail Advertising*; Sam Wasserman, James Gray & Co.; Art Schlosser, Monogram Art Studios; Dr. Walter Gaw of CCNY, and Paul Butterworth, Dickie-Raymond.

## Two Research Reports To Be Reissued

NEW YORK—Through the cooperation of Richard C. Reinhardt, publisher, Davidson Publishing Co., New York, reprints are now being made of the highly popular research report, "How to Fit the Paper to the Purpose."

Originally issued in 1955, the 68-page booklet consists of reprints of articles appearing in that year's edition of *The Paper Year Book*.

"Folders and Broad-sides," another DMAA research report, is currently being revised and updated by its original author, Amos Bethke, manager of printing, Time, Inc.

Both publications are expected to be available for distribution shortly.



Angelo Venezian

a more recent promotion piece in the form of a recipe direct from the files of Albert, famed host at New York's Four Seasons restaurant.

The 44th Annual Convention of DMAA will be held at the Statler-Hilton hotel, New York, from October 10th through 13th.

# Classified Advertising

Rates \$2.00 per line \$1.50 Situation/Help Wanted Minimum 4 lines

## ADDRESSING ELLIOTT

Addressing Elliott, Addressograph and Speed-aumat Plates. Cut, stored and addressed. Plates fully insured. Fast Service. Complete mailing, printing, and bindery service. Est. 1920. DOOLITTLE & Co., 320 N. Dearborn St., Chicago 10, Ill.

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OSborne 2-2040

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LYNbrook 9-2705

Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. TALbot 2-1881.

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for offset contains 369 different art panels, including coupon, guarantee and label borders plus nearly 300 symbolic designs for page ornamentation. ONLY BOOK OF ITS KIND — thousands in use. 32 pages, 8x10½ in., only \$4.00. Many other books of promotional art and type fonts for paste-up. Free folder.

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SU 5-1380

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47,000 inquiries of 1960 now offered for first time to non-competitors on one-time rental basis on gummed labels at \$13.50M. Includes the buyers of wholesale catalogs at \$3 to \$5 per set, also active merchandise buyers. No selection but mostly men secured from classified ads in the mechanics and fishing magazines, etc. List now increasing about 4,000 monthly.  
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New York City Area . . . Mr. J. Dudley Broderick, Hundred Million Club, Job Placement Committee, c/o Doubleday & Company, 501 Franklin Ave., Garden City, L. I., New York. National . . . Mrs. Ruth L. Laguna, Direct Mail Advertising Association, 230 Park Ave., New York 17, N. Y.

Where there's business action, there's direct mail advertising . . . where there's direct mail advertising, there's The REPORTER OF DIRECT MAIL ADVERTISING Magazine.

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If you have a top-drawer direct mail job to offer and wish to find a direct mail expert, use the HELP Wanted section of The Reporter of Direct Mail Advertising Magazine.

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Garden City, L.I., N.Y.  
Pioneer 6-1837

## NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly round-up of . . . "Names In The News"

Ray O. Mithun of Campbell-Mithun Inc. will serve as chairman of the Third Annual AFA Management Seminar in Advertising & Marketing to be held June 11-23 at Chatham Bars Inn, Cape Cod, Massachusetts. . . . Eugene Sannuto has been named to newly created printing services post at New York & Pennsylvania Company. . . . Richard Turnbull appointed senior v.p. of AAAA. . . . James J. Doherty has been named Acting Regional Director for the Philadelphia Region of the U.S.P.O. . . . J. R. Dawson recently elected v.p. of Albert Frank-Guenther Law. . . . D. A. Forsberg has been re-elected president of the Folding Paper Box Assn. of America. . . . John P. Bourke has been named manager of Redbook's San Francisco office. . . . Miss Marilyn Sidwell joined BMF as director Max Schmitt's "Gal Friday". . . . Charles R. Hook Jr. of the Kudner Agency has been named chairman of the Advertising, Publishing, and Entertainment section of the 1961 Red Cross fund raising campaign in Greater New York. . . . Marshall Hough has been appointed editor of the AFA Newsletter. . . . Karl R. Jensen has been named publicity manager of Burroughs Corporation's Equipment & Systems Marketing Division. . . . Johnston Bird is a newly elected Director of Dickie-Raymond Inc. . . . C. L. Hardy is the chairman of judges for the AIA's Best Sellers competition. . . . Florence T. Rowley retires as AAAA librarian. She is succeeded by Marilyn Modern. . . . William Ruder (Ruder & Finn) has been appointed Special Assistant for Public Affairs by Commerce Secretary Hodges. . . . Thomas Dominick Marin is the Honorary Chairman for New York's Direct Mail Day. . . . Fred Stanley has been appointed ad-

vertising manager of American Society for Metals periodical publications. . . . Louis M. Bloomberg was named President and Treasurer of The Wolf Detroit Envelope Company. . . . James C. Mitchell has been appointed assistant director of advertising and public relations for Lawry's Foods Inc. . . . C. Frederick Wheeler has been named marketing manager of Stanley Hardware. . . . Paul Rand Dixon, new FTC head, will speak at AFA Convention luncheon. . . . Michael S. Chauncy has been appointed director of premium and special markets division of A. G. Spalding & Bros. . . . Frank J. Dignam has been named v.p. of Feeley Advertising Agency Inc., N. Y. . . . John Maxson of Curtis Publishing Company won first place in direct mail copy contest held recently in Philadelphia. . . . Evans-Young-Wyatt agency announces two appointments: Lisbeth Sherman has been made assistant account executive and Charles Carolus has been named account executive. . . . Julian A. Pollard is manager of Thomas Collator's new Chicago office. . . . Carol Wike has been appointed director of promotion and account supervision for Armand-Richards Advertising Agency. . . . James H. Lavenson has been re-elected to the Board of Directors of the Young Presidents Organization. . . . William E. Becker has been named v.p. of Marketing for Robilt Inc. . . . E. J. Yotka named sales manager of UPI's Commercial Photography Division. . . . William C. Sproull retires after 35 years from his post as advertising director for Burroughs Corporation. . . . Western Empire direct mail firm has opened new offices at 1417 Georgia Street, Los Angeles 15, Cal.

#### AN EDITOR'S JOB

Getting out a paper is no picnic.  
If we print jokes people say we are silly.  
If we don't they say we are too serious.  
If we clip things from other magazines, we are too lazy to write them ourselves.  
If we don't we are stuck on our own stuff.

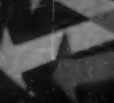
If we don't print every word of all contributions we don't appreciate genius.  
If we do print them the columns are filled with junk.

If we make a change in the other fellow's write-up we are too critical.

If we don't we are blamed for poor editing.

Now, like as not, some guy will say we swiped this from some other sheet. We did!

Reporter's Note: Don't remember where or when this item started, but it's worth repeating again. We saw it in the recent issue of Filmack's Inspiration. November issue was Volume 21, Number 11.



# Direct Mail Directory

LISTINGS ONE LINE PER ISSUE, \$24.00 PER YEAR. UNDER SPECIAL HEADINGS, \$30.00 PER YEAR

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**ADDRESSING**  
Creative Mailing Service, Inc., 460 N. Main, Freeport, N. Y. (FR 8-4830)

**ADDRESSING AND MAILING**  
Mailmasters, Inc., 460 North 1st Place, Englewood, N. J. (LO 7-4811)

**ADDRESSING SCRIPTOMATIC**  
Jerome S. Finstein, 172 Seranton Ave., Lynbrook, L. I. N. Y. (LY 9-2765)

**ADDRESSING - TRADE**  
Belmar Typing Service, 91-71 111th St., Richmond Hill 18, N. Y. (VI 6-3322)

**ADVERTISING AGENCIES SPECIALIZING IN DIRECT MAIL**  
The Buckler Organization, Philadelphia Nat'l Bank Bldg., Phila. 7, Pa.  
Grant, Schenck, Baker, Inc., 530 N. Michigan Ave., Chicago 11, Ill. (WH 3-1033)

**ADVERTISING ART**  
A. A. Archibald, Publisher, 619 South Main Street, Burbank, Calif. (TH 2-2793)

**ADVERTISING SPECIALTIES**  
American Advertising Specialties Co., 251 Rockaway Avenue, Brooklyn 22, N. Y. (HY 6-7095)

**ART AND DESIGN FOR DIRECT MAIL**  
Al Cerebia, Jr., 215 Park Avenue 66, New York 3, N. Y. (OR 4-3740)

**AUTOMATIC TYPEWRITING**  
Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)

**COLLECTIONS**  
Arrow Service, 9 Yates Street, Schenectady 5, New York

**COPYWRITERS (Free Lance)**  
Paul J. Bringe, 4173 N. 78 Street, Milwaukee 16, Wis. (the copy shop)

**DIRECT ADVERTISING AND PROMOTION ART**  
The Palette Service, 150 Fifth Avenue, N. Y. 11, N. Y. (CH 2-8545)

**DIRECT MAIL AGENCIES**  
Ahrend Associates, Inc., 601 Madison Ave., N. Y. 22, N. Y. (PL 1-9313)

**THE CREATIVE DIVISION**  
of James Gray, Inc., 216 East 45th St., New York 17, N. Y. (MU 2-3000)

**REPLY-O-LETTER CO.**  
1485 Bay Shore Blvd., San Francisco, Calif. (JU 6-2267)

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**DIRECT MAIL EQUIPMENT**  
American Automatic Typewriter Co., 2535 N. Pulaski Rd., Chicago 26, Ill.  
Bell & Howell Phillipsburg, Phillipsburg, New Jersey  
B. H. Bunn Co., 7605 S. Vincennes Ave., Chicago 26, Ill. (HU 3-4455)

**DIRECT MAIL SPECIALTIES**  
Let's Have Better Motives Assn., Inc., 2125 East Ninth St., Cleveland 15, Ohio (AL 1-4239)

**ELLIOTT STENCIL CUTTING**  
Allco Business Service, Inc., 22-15 33rd St., Long Island City 4, N. Y. (AM 8-4302)

**ENVELOPES**  
The American Paper Products Co., Envelope Terrace, Southern Blvd. at McClurg Rd., Youngstown, Ohio (NK 8-4545)

**ENVELOPE MANUFACTURERS**  
Berlin & Jones Company, 481 W. 24th St., N. Y. C. (WA 4-4400)

**ENVELOPE MANUFACTURERS**  
The Boston Envelope Co., 307 High St., Dedham, Mass. (FA 8-8700)

**ENVELOPE MANUFACTURERS**  
Brohard & Associates, Inc., 2707 McKinney Ave., Dallas 1, Texas (FA 2-5657)

**ENVELOPE MANUFACTURERS**  
Columbia Envelope Co., 2915 N. Hawthorne Ave., Melrose Park, Illinois (PT 3-1000)

**ENVELOPE MANUFACTURERS**  
Cupples-Hesse Company, 1635 East Madison, Des Moines 13, Iowa (AM 2-5696)

**ENVELOPE MANUFACTURERS**  
Cupples-Hesse Company, 3833 Michigan Ave., Detroit 14, Mich. (DT 2-7360)

**ENVELOPE MANUFACTURERS**  
Cupples-Hesse Company, 4175 N. Kingshighway, St. Louis 15, Mo. (ST 2-7709)

**ENVELOPE MANUFACTURERS**  
Curtis 1900, Inc., 1600 University Avenue, St. Paul 4, Minnesota (DT 2-7709)

**ENVELOPE MANUFACTURERS**  
Detroit Tuller Envelope Co., 2139 Howard St., Detroit 16, Mich. (TA 2-7400)

**ENVELOPE MANUFACTURERS**  
Double Envelope Co., Roanoke, Virginia (RM 6-7444)

**ENVELOPE MANUFACTURERS**  
Garden City Envelope Co., 3061 N. Rockwell St., Chl. 18, Ill. (CO 7-3450)

**ENVELOPE MANUFACTURERS**  
The Gray Envelope Mfg. Co., 86 23rd St., Brooklyn 23, N. Y. (RT 4-2600)

**ENVELOPE MANUFACTURERS**  
Heco Envelope Co., 4500 Cortland St., Chl. 39, Ill. (CA 7-3400)

**ENVELOPE MANUFACTURERS**  
Mead Corporation, 11-17 Beach Street, New York 13, N. Y. (VO 6-3554)

**ENVELOPE MANUFACTURERS**  
North Coast Envelope Co., 2 Prince St., Brooklyn 1, N. Y. (JA 2-6101)

**ENVELOPE MANUFACTURERS**  
Reply-O-Matic Envelope Mfg. Co., 14 Beach Street, New York 13, N. Y. (WO 6-3908)

**ENVELOPE MANUFACTURERS**  
Rochester Envelope Co., 73 Clarissa St., Rochester 14, N. Y. (HA 4-2404)

**ENVELOPE MANUFACTURERS**  
S. Cupples Envelope Co., 360 Furlan St., Brooklyn 2, N. Y. (CH 2-5280)

**ENVELOPE MANUFACTURERS**  
Specialty Envelope Co., 1234 West Eighth Street, Cincinnati, Ohio (CH 1-3611)

**ENVELOPE MANUFACTURERS**  
The Standard Envelope Co., 1600 E. 39th St., Cleveland 14, O. (PH 1-3990)

**ENVELOPE MANUFACTURERS**  
Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (GR 1-3800)

**ENVELOPE MANUFACTURERS**  
Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (GR 1-3800)

**ENVELOPE MANUFACTURERS**  
The Sardon Company, Inc., 480 Lexington Ave., New York 17, N. Y. (YU 6-8588)

**ENVELOPE MANUFACTURERS**  
The Wolf Envelope Co., 1750 E. 23rd Street, Cleveland 1, O. (PR 1-8770)

**ENVELOPE MANUFACTURERS**  
Curtis 1900, Inc., 1600 University Avenue, St. Paul 4, Minn. (DT 2-7709)

**ENVELOPE MANUFACTURERS**  
Garden City Envelope Co., 3061 N. Rockwell St., Chl. 18, Ill. (CO 7-3450)

**ENVELOPE MANUFACTURERS**  
Heco Envelope Co., 4500 Cortland St., Chl. 39, Ill. (CA 7-3400)

**ENVELOPE MANUFACTURERS**  
L & H Envelope Corp., 11-17 Beach Street, New York 13, N. Y. (VO 6-3554)

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Rochester Envelope Co., 73 Clarissa St., Rochester 14, N. Y. (HA 4-2404)

**ENVELOPE MANUFACTURERS**  
S. Cupples Envelope Co., 360 Furlan St., Brooklyn 2, N. Y. (CH 2-5280)

**ENVELOPE MANUFACTURERS**  
Specialty Envelope Co., 1234 West Eighth Street, Cincinnati, Ohio (CH 1-3611)

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**BROOKLYN**  
Valco Reproduction & Mailing Service, Inc.  
1715 Ave. Z, Bklyn. 35, N. Y. (TW 1-4400)

**CHICAGO**  
Doolittle & Company, Inc., 320 N. Dearborn Street (10) (SU 7-1722)

**CLEVELAND**  
Cleveland Letter Service, Inc., 740 W. Superior Ave. 12 (SU 1-8300)

Robert Silverman, Inc., 1270 Ontario Street (13) (CL 1-6573)

**DETROIT**  
Advertising Distributors of America, Inc., 444 Cass Ave. (1) (TE 3-0500)

Advertising Letter Service, 2390 Jefferson East (7) (LA 7-3530)

National Mailing Corp., 6201 Grand River Ave. (8) (TY 8-3611)

H. L. Polk & Co., 451 Howard St. (31) (WO 1-9470)

**HOUSTON, TEXAS**  
Premier Printing and Letter Service, 2120 McKinney Ave. (CA 4-6170)

**LOS ANGELES**  
Krupp's Adv. Mailing Serv., 2300 W. Pico Blvd. (6) (DU 5-5621)

The Mailing House, 1010 N. Madison Ave., Los Angeles 29, Calif. (NO 5-4271)

**MIAMI, FLORIDA**  
Ace Letter Service Co., 3800 N.E. 1st Avenue (PL 7-4577)

**NEW ORLEANS, LA.**  
Mondahan Bros., Inc., 535 Gravier Street (524-8248)

**NEW YORK CITY**  
Advertisers Mailing Service, Inc., 45 West 18th St., New York, N. Y. (AL 5-4500)

Chase Direct Mail Service Corporation, 305 East 45th St., New York (OH 9-3180)

Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)

Latham Process Corporation, 299 Hudson St., N. Y. (WO 6-4500)

Mailing House Incorporated, 35 West 13th St. (11) (WA 9-5188)

Mailing Company, Inc., 30 Water Street, New York 4, N. Y. (BO 9-7777)

Mary Ellen Clancy Co., 250 Park Ave., New York 17, N. Y. (TU 6-7533)

The St. John Associates, Inc., 75 West 45th St., New York 36, N. Y. (JU 2-3344)

**PHILADELPHIA**  
Woodington Mail Advertising Serv., 1364 Arch St. (7) (LO 3-1840)

**PITTSBURGH**  
Advertisers Associates, Inc., 1027 Penn Avenue (AT 1-6144)

**ROCHESTER, NEW YORK**  
Ayer & Streib, 15 South Avenue (HA 5-6340)

**SAN FRANCISCO**  
The Smith Company, 67 Beale St. (SU 1-6564)

**ST. LOUIS**  
The Alan Company, 1427 Lucas Avenue (3) (MA 1-4737)

**WESTFIELD, NEW JERSEY**  
Union County Printing & Mailing Service, 233 North Avenue (AD 3-8203)

**MAILING LISTS - BROKERS**

Accredited Mailing Lists, Inc., 10 East 39th St., N. Y. 16, N. Y. (MU 3-1356)

Archer-Bennett List Service, Inc., 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3708)

George Hyman & Staff, 71 Grand Avenue, Englewood, N. J. (LO 7-3500)

The Conliffe Co., Inc., 41 West 42nd St., New York 36, N. Y. (OX 5-3225)

Dependable Mailing Lists, Inc., 301 4th Ave., N. Y. C. 16 (OH 9-7160)

Direct Mail Markets Company, Inc., 315 Madison Avenue, N. Y. 22, N. Y. (PL 9-3113)

Walter Drey, Inc., 323 N. Michigan Ave., Chi. 1, Ill. (FI 6-7433)

Walter Drey, Inc., 257 Park Avenue South, N. Y. 10, N. Y. (OH 4-7061)

Quill Co., 160 Eagle St., Englewood, N. J. (BL 9-9481)

Walter Karl, Inc., 23 West 45th St., New York 36, N. Y. (FA 4-8330)

Lewis Kline, Inc., 419 Park Avenue South, N. Y. 36, N. Y. (JU 2-0830)

Ell Kogon, 420 Main St., Webster, Mass. (943-2780)

Cell Levine Screened Mailing Lists, 250 W. 57th St., N. Y. 19, N. Y. (JU 6-3085-7)

Flak Building, 250 W. 57th St., N. Y. 19, N. Y. (JP 7-7400)

Willis Madden, Inc., 215 4th Ave., N. Y. 2, N. Y. (SP 7-7400)

Mosely Mail Order List Service, Inc., 38 Newbury St., Boston 10, Mass. (CO 6-3380)

Names in the News, 45 West 18th St., New York 11, N. Y. (CH 2-4447)

Names Unlimited, Inc., 352 Park Ave., South New York 10, N. Y. (MU 6-3530)

People in Places, Inc., 41 Fifth Ave., N. Y. 10, N. Y. (CH 7-3774)

Planned Circulation, 10 West 44th St., N. Y. 36, N. Y. (MU 7-4158)

Richard Buehrer Associates, Inc. (D. L. Natwick), 130 W. 52nd St., N. Y. 19, N. Y. (CI 6-3662)

The Hoskam Company, P. O. Box 855, Kansas City 41, Missouri (TA 2-1881)

C. H. "Hank" Ruby & Co., Inc., 230 W. 51st St., N. Y. 19, N. Y. (JU 6-5315)

Sanford Evans & Co., Ltd., 45 Research Bld., Toronto 17, Ontario, Can.

William Stroth, Jr., 548-578 54th St., West New York, N. J. (UN 4-4800)

James E. True Associates, Inc., 404 Park Avenue South, N. Y. 10, N. Y. (MU 9-9050)

**CROSS REFERENCE - BY SUBJECT**

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Business by Ratings, Executive, Professional Lists, (Ed Burnett Inc.)

Direct Mail Users, above 35,000 (Reporter of DM)

Financial Lists, 125 W. 24th St., N. Y. 11, N. Y. (E-Z Addressing Service)

Mail Order Lists, (The Hoskam Company)

Opportunity Seekers and Start in Business, 200,000 (William Stroth, Jr.)

**MAILING LISTS - COMPILERS & OWNERS**

Active Mail Order List Co., 241 Lafayette St., N. Y. 12, N. Y. (WA 3-2450)

Abbott National Mail Service, Inc., 41-26 Queens Blvd., Long Island City 4, N. Y. (ST 6-1088)

Bookbuyers Lists, Inc., 363 Broadway, N. Y. 13, N. Y. (WO 4-5471)

Buckley-Tennant, 555 W. Jackson Blvd., Chicago 6, Illinois (HA 7-3862)

Ed Burnett, Inc., 250 Fifth Ave., N. Y. 10, N. Y. (AU 9-9050)

Creative Mailing Service, 460 N. Main St., Freeport, N. Y. (FR 8-4830)

Directory of Associations, Gale Research Co., 3414 Book Bldg., Detroit 26, Mich. (WO 1-2242)

Walter Drey, Inc., 323 N. Michigan Ave., Chi. 1, Ill. (FI 6-7433)

Walter Drey, Inc., 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)

Dunhill International List Co., Inc., 414 Park Ave., South, New York 10, N. Y. (MU 6-3700)

E-Z Addressing Serv., 83 Washington St., N. Y. 6, N. Y. (HA 2-9402)

Fawcett Publications, 67 West 44th Street, N. Y., N. Y.

Fritz R. Hoffheimer, 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)

Industrial List Bureau, 620 Main St., Webster, Mass. (943-2780)

Industrial Machinery News, 1637 Meyers Road, Detroit 26, Michigan (UN 3-5811)

Mailing List Compilation Bureau, 257 E. 18th St., Brooklyn 35, N. Y. (SH 5-2336)

Manpower, Inc., Home Office-820 N. Plankinton, Milwaukee 3, Wisconsin

140 Offices in Major Cities, See Yellow Pages for Local Phone Numbers

Market Compilation Bureau, 10541 Chandler Blvd., N. Hollywood, California (ST 7-5384)

Occupant Mailing Lists of America, 230 North 4th St., Columbus, Ohio

Official Catholic Directory, 12 Barclay St., N. Y. 8, N. Y. (BA 7-2900)

R. L. Polk & Co., 126 Liberty Street, N. Y. 6, N. Y. (BA 7-9080)

R. L. Hashmir, 5410 Canuena Blvd., N. Hollywood, Calif. (PO 6-9530)

Raymond-Leon Associates, Inc., 52 Broadway, N. Y. 4, N. Y. (WH 4-4487)

Reporter of Direct Mail Adv., 224 7th St., Garden City, N. Y. (PI 4-1837)

Research Projects, Inc., 404 Park Avenue South, N. Y. 10, N. Y. (JU 2-0830)

Sistemas Postales, Edificio Imperial Oficina

34-95 Plaza Candelaria, Caracas, Venezuela

Special Correspondents, 230 East Ohio St., Chicago 11, Illinois

Speed-Address Kraus Company, 49-01 42nd Street, Long Island City 4, N. Y. (ST 4-5922)

Stephens Distributing Co., P. O. Box 1434, Atlanta 1, Georgia

William Stroth, Jr., 548-578 54th St., West New York, N. J. (UN 4-4800)

W. E. Watson Corporation, 29 Hance Avenue, Freeport, N. Y. (FA 6-8312)

The W. P. Woodall Co., Inc., 125 Broad Street, Stamford, Conn. (DA 4-1077)

R. S. Pouton, Inc., 44 Honeck St., Englewood, N. J. (LO 9-5200)

Zeller and Telica, Inc., 15 East 26th St., N. Y. 38, N. Y. (MU 8-6278)

**MAIL ORDER CONSULTANT**  
Arthur W. Bandman, 1 Main St., Boston, L. I., N. Y. (MA 1-7000)

Direct Mail Markets Company, Inc., 315 Madison Ave., N. Y. 22, N. Y. (PL 9-3113)

Herbert L. Koller & Associates, 131 R. Wabash Ave., Chicago 3, Ill. (AN 3-2921)

John A. Smith, 213 So. Myrtle Ave., Clearwater, Fla. (466-7573)

Lawrence G. Chait & Staff, Inc., 375 Park Ave., N. Y. 22, N. Y. (PL 7-7220)

William Rogolub & Staff, 6228 N. Broadway, Chicago 40, Illinois (RO 1-8210)

**MANAGEMENT-MARKETING-MAIL ORDER CONSULTANT**

Lawrence G. Chait & Staff, Inc., 375 Park Ave., N. Y. 22, N. Y. (PL 7-7220)

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Chicago Ink Ribbon Co., 19 S. Wells St., Chicago 6, Ill. (ST 2-7800)

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Advertising Distributors of America, Inc., 444 Cass Ave., Detroit 1, Michigan (TE 3-0500)

New York, 400 Madison Ave., N. Y. 17, N. Y. (MU 8-6500)

Occupant Mailing Lists of America, 230 North 4th St., Columbus, Ohio

Western Empire Direct Adv. Co., 612 Howard St., San Francisco 5, Calif. (GA 1-8500)

Western Empire Direct Adv. Co., 1417 Georgia St., Los Angeles 15, Calif. (HI 8-2251)

**PAPER MANUFACTURERS**

Allied Paper Mills, 1000 Lake Street, Kalamazoo, Michigan

American Writing Paper Corp., Holyoke, Massachusetts

Appleton Coated Paper Co., 825 E. Wisconsin Ave., Appleton, Wis. (HE 4-9841)

Bergstrom Paper Company, Kenosha, Wisconsin

Eastern Fine Paper and Pulp Div., Standard Packaging Corp., Bangor, Me. (2-5221)

Ensta Paper Division, Olin Mathieson Chem. Corp., Plaquemine, North Carolina

Finch, Pruyn & Co., Inc., Glens Falls, N. Y.

Hammervill Paper Company, Erie, Pennsylvania (GI 6-9311)

Howard Paper Mills, Inc., 115 Columbia St., Dayton 7, Ohio

International Paper Co., 230 E. 42nd St., N. Y. 17, N. Y. (MU 2-7508)

Kimberly-Clark Corporation, Neenah, Wisconsin (PA 2-3311)

Kendall Corporation, Port Edwards, Wis. (Tel: 3111)

Nehosco-Edwards Paper Co., Port Edwards, Wis. (Tel: 3111)

New York & Pennsylvania Co., 230 Park Ave., N. Y. 17, N. Y. (PL 1-6250)

Pennsylvania Paper Co., Ypsilanti, Michigan

Rex Paper Co., Kalamazoo, Mich. (FI 2-0151)

Italing Paper Co., Housatonic, Mass. (HO 47)

S. D. Warren Company, 50 Broad St., Boston 1, Massachusetts

Sorg Paper Company, Middletown, Ohio

**PHOTO ENGRAVERS**

Heran Engraving Co., Inc., 44 W. 28th St., N. Y. 1, N. Y. (MU 9-8585)

**PHOTO STAMPS & TIP-ONS**

Grogan Photo Company, Dept. T. N., Danville, Ill. (HI 6-0926)

**POST CARDS**

Colourpicture Publishers, Inc., 390 Newbury St., Boston 13, Mass.

CURTECHCOLOR 3-D by Curt Teich & Co., Inc., 1733 W. Irving Park Road, Chicago 13, Illinois (DU 1-0404)

Dexter Press, Inc., Route 303, West Nyack, New York (NY 7-3508)

Grogan Photo Company, 1105 N. Balis St., Danville, Ill. (HI 6-0838)

**PRINTERS - LETTERPRESS & LITHOGRAPHY**

Carey Press Corporation, 408 W. 31st St., N. Y. 1, N. Y. (CH 4-1000)

Colorline Press, 3412 17th Street, Washington 9, D. C. (DU 7-0900)

Goe Lithographing Company, 42 West 61st Street, Chicago 21, Illinois

Neo Printing Company, Inc., 23 E. Wesley St., So Hackensack, N. J. (HU 9-5050)

Runkle, Thompson & Korals, Inc., 450 West Lake St., Chicago 6, Illinois

Offset Reproductions, Inc., 24 Hubert St., N. Y. 19, N. Y. (WA 8-1198)

**SALES AND MERCHANDISING CONSULTANT**

Lawrence G. Chait & Co., Inc., 375 Park Ave., N. Y. 22, N. Y. (PL 1-7220)

Ralph T. Curtis, 803 E. Powell Ave., Bensenville 13, Ind. (HA 2-3794)

**STENCIL CUTTING AND LIST MAINTENANCE**

Advertising Distributors of America, Inc., 444 Cass Ave., Detroit 1, Mich. (TE 3-0500)

Circulation Associates, 1745 Broadway, N. Y. 10, N. Y. (JU 6-3530)

**SUBSCRIPTION FULFILLMENT SERVICE**

Circulation Associates, 1745 Broadway, N. Y. 10, N. Y. (JU 6-3530)

Globe Fulfillment Corporation, 125 W. 24th St., N. Y. 11, N. Y. (OH 5-4000)

**SYNDICATED HOUSE MAGAZINES**

The William Feather Co., 8900 Clinton Rd., Cleveland, O. (AT 1-4122)

The Henry F. Henrichs Publications, The House of Sunshine, Litchfield, Ill. (286)

**TRADE ASSOCIATIONS**

Association of First Class Mail Users, 211 Wyatt Building, Washington 5, D. C.

Associated Third Class Mail Users, 1400 G St., N.W., Wash. 5, D. C. (ME 8-2447)

Direct Mail Advertising Assn., 3 E. 57th St., N. Y. C. 22 (MU 8-7388)

MABA International, 625 5th St., N.W., Wash. 1, D. C. (DI 7-8633)

National Council of Mailing List Brokers, 55 West 42nd Street, New York 36, N. Y. (PE 6-0615)

Parcel Post Association, 1013 Woodward Building, Washington 5, D. C.

**VIEWERS (FOLDING) AND COLOR SLIDES**

Stereo-Magniscope, Inc., photographic, 40-31 81st Street, Elmhurst 73, N. Y. (DE 5-0027)

Taylor-Merchant Corp., 48 W. 48th St., N. Y. 36, N. Y. (PL 7-7700)

## The Best Buy for \$24 Since The Indians Sold Manhattan Island

Your listing in this directory may not take up much space but it's a big investment. It reaches the prospect when he's ready to buy. It reaches a man who knows what he's looking for. The question no longer is what . . . but WHO.

To reach your prospects, be sure you are listed in the Directory under all the headings which best describe the services you perform.

To place your order, write to Ernest P. Baldwin, Advertising Manager, The Reporter of Direct Mail Advertising, 224 Seventh Street, Garden City, L. I., N. Y. Or phone Pioneer 6-1837.



Mildred Caldwell & Co.—Sacramento  
Cuts Tying Time on Self-mailers  
**"EXACTLY 50%"**

"In a timed run, tying self mailers, we found time saved was exactly 50% over hand tying," states Mildred Caldwell, partner of Mildred Caldwell & Co., fast growing Sacramento letter shop. She continues, "Now we tie packages of all sizes and shapes and get them out on time—before we were always in a bind getting them ready for delivery. We are especially pleased with the neat, tight tie made by the Bunn machine... we know packages won't come apart even with rough handling."

Besides tying their own mailings, the Caldwell shop does a volume business

in packaging materials for others... "a job that would be impossible without our Bunn Tying Machine."

**A Bunn Tying Machine speeds up any tying operation.** You get a complete wrap and tie FAST—up to 10 times faster than hand tying! Operation is simple, positive and safe. Just place the items on the tying table and step on a trip. The Bunn machine does the rest automatically.

Find out how Bunn automatic tying can save time for your company. Send today for complete information.



**GET THE WHOLE STORY**  
Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

# BUNN

PACKAGE  
TYING  
MACHINES  
Since 1907

**B. H. BUNN CO.,** 7605 Vincennes Ave., Dept. RD-40, Chicago 20, Ill.  
Export Department: 10406 South Western Ave., Chicago 43, Ill.

**MAIL COUPON NOW FOR MORE FACTS**

**B. H. BUNN CO.,** Dept. RD-51  
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.  
☐ Please have a Bunn Tying Engineer contact me.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

8704

## CREATIVE WEEKEND PLANNED FOR JUNE

The second annual Direct Mail Agency and Counselors Meeting will be held this June 23-24-25 at The Greenbrier in White Sulphur Springs, West Virginia. Sponsored by MASA, registration will be open to non-MASA members as well as MASA members, but will be limited to 50 persons.

The three day meeting held last year at Fred Waring's Shawnee Inn was a huge success, and it is hoped that this year's will be equally as well received.

Requirements for attendance are:

1. A registration fee of \$35.00. This fee does not apply to room or meals.

2. Each participant must submit an original creative direct-mail campaign prior to the meeting. This campaign will be displayed and discussed.

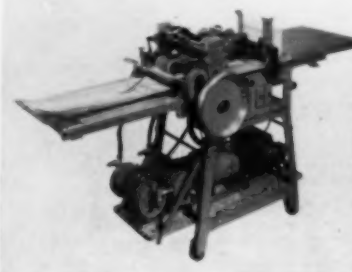
3. Each participant must submit one real direct mail problem in advance. These problems will be discussed during clinics.

4. Each participant must bring along one piece of excellent direct-mail someone else has created and produced.

Full information available by writing: Direct Mail Agency and Counselors Meeting, 1814 Jefferson Avenue, Toledo 2, Ohio.

## IN-PLANT LABELING SERVICE AVAILABLE

Gummed labels can be affixed to mailing pieces on the mailers premises through a new service now available from Graphic Arts Development Corporation, 333 Hudson Street, New York. Under the arrangement, the labeling machines are taken to the customer's plant, and the labels are



affixed by Graphic's operators. The newly developed Address-Affix automatic labeling machine is used. If desired by the customer, the mailing pieces can be labeled at Graphic's plant instead. Full information on this service available by contacting Philip Klein at Graphic Arts Development Corp.



# Frontporch Scuttlebutt

*the gist of conversations about this and that  
with visitors to the Editor*

**TOOK A SHORT VACATION** middle of April to attend 4th District convention of Advertising Federation of America at the Dupont Plaza Hotel in Miami. I represented direct mail (naturally) on a panel of media men who were supposed to groan about their headaches and tell "what we are doing to improve the image of our medium." (Magazines, newspapers, outdoor, agencies, radio and TV participated.)

I blamed direct mail headaches on three alliterative battlefronts—Competition, Congress and Cousins. That approach pretty well tells the story. (1) Competition (fear of direct mail inroads) caused the newspaper attacks on direct mail . . . created the hated term "junk mail." That organized campaign induced many unthinking people to write to their Congressmen and local editors. Columnists and magazine writers had a field day writing about the bedeviled housewives staggering from mailbox to garbage pail, burdened down with loads of unwanted "junk mail" when the truth is . . . many homes get only three pieces per week; the average is nine; high runs around fifteen. The "junk mail" attacks on direct mail certainly hurt.

(2) Congress represents another headache. The "junk mail" campaign spilled over into Washington and influenced members of Congress . . . by letters from constituents and also by actions and testimony of the now departed Mr. Summerfield, who wanted third-class rates raised so that there would be less "junk mail." Several members of Congress even promoted a total elimination of third-class mail. We have claimed all along that before rates are increased, the Post Office should be repaid out of Treasury funds for all its free or public services. Then the word "deficit" would disappear. It continues to be a discouraging battle.

(3) Our third headache is caused by our cousins . . . members of the family of direct mail users. A few are crooks and can be dealt with only by Postal Inspectors and the Federal Trade Commission. But most blots against direct mail are caused by our contemporary cousins, both amateurs and professionals. The amateurs hurt the image by making boners in format, copy and other elements lacking in good taste. These cause irritation and feed the fires of complaints. But it's the professionals, our real kissin' cousins, who cause most of the trouble: the mass mailers with shocking duplications; the cut-rate, high-pressure subscription offers; the insincere guarantees; the deceptive pricing schemes, such as the overuse of digit nine (\$3.99 instead of \$4—\$299.95 instead of \$300).

In spite of the headaches, direct mail has made progress. Members of the DMAA and *Reporter* readers have gone after their local newspaper editors effectively. We have good representation in Washington and are winning converts in Congress. By constant vigilance, we've helped authorities weed out the racketeers. By equally constant needling of our cousins . . . the direct mail medium is being upgraded all along the line. The image has been smeared but will survive.

**FOLLOWING THE AFA CONVENTION**, Jim Proud, president of the Advertising Federation of America, flew over to Clearwater with us for a bit of front porch scuttlebutting and to speak at an organizational meeting of the Clearwater Advertising Club the next day. He did a good job in sustaining and encouraging a project which started only a short time ago. A few of us had been talking about how many advertising people had moved into the Clearwater area . . . some retired, some partially retired and others who have gone into business here. We figured it would be fine to have a meeting place where we could chew the fat. Idea naturally developed into making a combination of the older folks and the young ones who are active in business. So it looks like Clearwater will soon have an active, aggressive advertising club which will rival the fine organizations in Tampa and St. Petersburg . . . and even the one in Miami.

**ONE SUBJECT** keeps popping up. I'm still getting letters and personal comments about my one-time criticism of the Civil War Centennial celebration. I have received numerous examples of how various advertisers are tying in with the five-year-long celebration. They are well produced . . . and I suppose will not do any harm. But among the many visitors to our front porch, I haven't found a single one who thought the idea of a Civil War celebration was in good taste. Several months ago, I had a feeling that maybe I had jumped off the deep end . . . but I have been cheered lately by numerous editorials on the subject. One of the very best was a syndicated editorial appearing in the Washington Evening Star, written by the nationally famous newspaper editor, Ralph McGill of Atlanta, Georgia, "A Travesty on Commemorations." Mr. McGill believes that the ballyhooed celebrations should be called off, even though he agrees that articles, books, discussion groups and actions of commemoration which have purpose and dignity are excellent. He emphasized this point: "But what we have now are increasing numbers of persons wandering about in the South wearing sleazy imitations of Confederate uniforms, growing beards, reliving old hatreds, making ancient wounds bleed again, reviving Ku Klux Klans, working themselves into immature fits of emotionalism, recreating old battles, and otherwise doing a great disservice to the memory of those who fought and died in the war of 1861-65."

That was exactly the point of our original criticism. We still think that ballyhooed celebrations bring the extremists out of the woodwork. As Mr. McGill points out, "The pages of history are filled with the tragedy of those who entrusted themselves to traveling with the extremists of their time and who crashed with them."

**I CAN'T HELP ADDING** that we are currently being served with another dose of crackpot extremists . . . the John Birch Society. Much of its divisive damage is being done by mail. It requires distorted minds to label Presidents Eisenhower, Kennedy, Truman and Roose-

vult and Chief Justice Warren as Communists or fellow travelers. I thought it was wonderful that NBC and Dave Garroway invited one of the leaders of the movement to appear on television and explain the purposes of the Society. Facial expressions and stumbling answers labeled the whole deal as phony. The problems of our times require sound thinking in politics . . . and in advertising.

**ANOTHER RECURRING SUBJECT** concerns phony pricing. Remember our front porch tirade against digit



Reporter editor and friend, Greta, from Printing Industry Exhibits at AFA Miami convention, coaching Jim Proud (right) on what he ought to say in Clearwater next day. Picture taken by famous Miami photographer, Dick Hinman.

nine (\$2.99 instead of \$3). Since writing that tirade, we have been watching *The New York Times Sunday Magazine*, *Vogue* and other national magazines. There is still a lot of the silly nine digit figure pricing . . . but it is gratifying to see that many manufacturers are turning away from this deceptive approach and are inserting in their advertisements such phrases as, "Your local price about \$150." Maybe honesty will win out after all.

**ANOTHER PLEASANT INTERLUDE** in a busy April . . . was taking time off to read the advance manuscript of a book which will be published in June by McGraw-Hill. The book has not yet been named . . . but it's about direct mail. I had been asked to write a preface and accepted reluctantly. What if the book turned out to be a flop? I disliked being in the position of perhaps hurting the feelings of the two authors and my old friends . . . John Yeck of Yeck and Yeck in Dayton, Ohio, and Jack Maguire, a teacher at the University of Illinois, Urbana, Ill. But the manuscript sold me. Wired Jack Maguire as follows: "Returning manuscript today registered mail. Will send preface tomorrow. Did not believe you and John could come up with any new approach to an old subject, but you have done did it. I think it is all wonderful. Rush it out. A big circulation is needed."

That was not applesauce. These two "young fellows" have succeeded in creating a "new frontier" in teaching and explaining direct mail. Jack Maguire is a professional teacher, accustomed to dealing with young people who must be kept alert in spite of themselves. John Yeck came up the hard way . . . selling direct mail service to thick-skinned prospects, then later creating and producing direct mail for an ever-growing number of satisfied clients. This combination of professional teacher and hard-boiled practitioner shines out brightly in every chapter. And behind the studious explanations of detail . . . there is a rare combination of psychology, logic, philosophy and humor. I believe you all will like this book when published. It should become a standard textbook for the teaching of direct mail. There will be better direct mail practitioners in the future when young people in college advertising courses use this book as a guide and when their elders set them a good example by following its simple logic.

**THERE WERE MANY VISITORS** from the North during the past "season." Always enjoy them, but feel bad when we miss the ones who drop by when we are out and leave their cards. One welcome visitor wasn't even here. He came by telephone. I hadn't seen Ernie Krieg (Krieg Letter Co., 57 S. Fourth St., Minneapolis 1, Minn.) since the MASA convention in Milwaukee in 1951. Ernie was at home reading *The Reporter* and saw an item about Minneapolis. Decided on the spur of the moment to visit us by long distance. We must have scuttlebutted for at least three-quarters of an hour about oldtimers like Elmer Roeper, John Howie Wright, Marion Newman, Dave Harrington, Ed Husen, Don Raihle, etc., and about a lot of things that happened to us since we got started in the direct mail business in the early 1920's. Ernie is still full of pep and vinegar even though he has a troublesome back condition which forces him to stay home most of the time where he works on creative copy for clients. (He read a just-written letter over the phone and it was fine.) Ernie's daughter is handling the production business downtown with Maurine Falk. I think he would like to hear from some of his old friends who he has missed during the past nine years of not going to conventions. It's stimulating to revive old friendships.

**DIRECT MAIL DAYS** have become so numerous it's hard to keep track of them. I have had fun watching the promotion campaigns of the various cities. This year, the local committees really pulled out all the stops for getting volume attendance. Many of the promotion pieces were better than those used for some national conventions. Once upon a time there was only one "Direct Mail Day" in the country. That was started by the Mail Advertising Service Association chapter in New York about seventeen years ago. Chicago followed many years later. Now there is Direct Mail Day annually in practically every major city. By the time this issue of *The Reporter* reaches you all, I will be on my way North to attend New York Direct Mail Day. Will manage to do a little work around Garden City and Washington.

**CONVERSATION BITS:** Ed Proctor, list broker at 160 Engle St., Englewood, N. J., sent his customers a ballpoint pen imprinted, "Member of American Society of Onomatologists." In case you don't know . . . that long word means "list compilers." ¶ One phrase we could do without in direct mail is, "So-and-so proudly announces it's so-and-so." Who cares if you're proud or not? Wouldn't it be better to start right off telling whatever it is you are proud about? ¶ A front porch visitor says that too much direct mail is stupid, to which another visitor replied, "It isn't easy to be stupid. You have to work hard at it."

That's all for now . . . will be with you again in the merry month of June.

*Sherry Hoke*

3 Bluff View Drive  
Clearwater, Florida  
Telephone: 584-3848



ACME PACKAGED PRODUCTS									
Description and pricing									
BONUS 1									
100% GUARANTEE - 100% SATISFACTION - 100% SERVICE									
PLEASE CONTACT COMPANY FOR YOUR LOCAL NEW YORK AND NEW JERSEY									
ITEM	DESCRIPTION	UNIT	PRICE	PRICE	PRICE	PRICE	PRICE	PRICE	PRICE
100	100% GUARANTEE	100	100	100	100	100	100	100	100
101	100% SATISFACTION	100	100	100	100	100	100	100	100
102	100% SERVICE	100	100	100	100	100	100	100	100
103	100% GUARANTEE	100	100	100	100	100	100	100	100
104	100% SATISFACTION	100	100	100	100	100	100	100	100
105	100% SERVICE	100	100	100	100	100	100	100	100
106	100% GUARANTEE	100	100	100	100	100	100	100	100
107	100% SATISFACTION	100	100	100	100	100	100	100	100
108	100% SERVICE	100	100	100	100	100	100	100	100
109	100% GUARANTEE	100	100	100	100	100	100	100	100
110	100% SATISFACTION	100	100	100	100	100	100	100	100
111	100% SERVICE	100	100	100	100	100	100	100	100
112	100% GUARANTEE	100	100	100	100	100	100	100	100
113	100% SATISFACTION	100	100	100	100	100	100	100	100
114	100% SERVICE	100	100	100	100	100	100	100	100
115	100% GUARANTEE	100	100	100	100	100	100	100	100
116	100% SATISFACTION	100	100	100	100	100	100	100	100
117	100% SERVICE	100	100	100	100	100	100	100	100
118	100% GUARANTEE	100	100	100	100	100	100	100	100
119	100% SATISFACTION	100	100	100	100	100	100	100	100
120	100% SERVICE	100	100	100	100	100	100	100	100

corporate  
image

## ...help keep it bright with new Stan-Pak Run-Rite Papers

A favorable corporate image isn't born, it's *made*—from many different kinds of impressions. One of them is the way your printed messages look to your customers, your employees, your stockholders. And that includes just about everything turned out by your duplicating department, from price sheets to press releases.

Good looking duplicating starts with the paper itself. Does it have a crisp, quality feel? Does printing stand out clearly on the page? If the paper is used for typing, can erasures be made without looking messy?

The answer to each of these questions will be *yes* if you select one of the new Stan-Pak Run-Rite Papers. Every paper in this versatile line has been designed to deliver maximum performance—in the typewriter, through the duplicating machine and on the press. Here's why:

### Trouble-Free Running

What are the qualities that make for trouble-free running in your office and offset duplicators? True flatness, for one. Controlled moisture to avoid static conditions and insure good printability. Accurate trim and finish

to prevent feeding jams. Uniform weight, even caliper and careful surface sizing to give you sharp, clean ink impressions.

You get them *all* in new Stan-Pak Run-Rite Papers—a line that combines the products of our Eastern, Chemical and Missisquoi mills.

### 531 Grades, Sizes and Types

This brand new line answers just about every office need in typing, printing and duplicating papers. Under the Stan-Pak Run-Rite name you'll find the exact grade, color and weight you want—at a sensible range of prices to suit your budget.

Next time you order paper, try the brand that's made to *run right*. We're confident you'll specify it every time.

STANDARD PACKAGING CORPORATION  
NEW YORK 17, N.Y.



